



Guam Visitors Bureau

U.S. Visitor Tracker Exit Profile & Market Segmentation Report

FY2019 DATA AGGREGATION

[ANTHOLOGY®]
RESEARCH



Background and Methodology

- All surveys were partially interviewer administered. Upon completion of the surveys, Anthology's professional U.S. speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent was present.
- A total of 407 departing U.S. visitors were randomly interviewed at the Guam A.B. Wonpat International Airport's departure and waiting areas.
- The margin of error for a sample of 407 is +/- 4.86 percentage points with a 95% confidence level. That is, if all U.S. visitors who traveled to Guam in the same time period were asked these questions, we can be 95% certain that their responses would not differ by +/- 4.86 percentage points.

Objectives

- To monitor the effectiveness of the U.S. seasonal campaigns in attracting U.S. visitors, refresh certain baseline data, to better understand the nature and economic value or impact of each of the targeted segments in the U.S. marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

Key Highlighted Segments

- The specific objectives were:
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all visitors from the U.S.) the most important determinants of on-island spending.

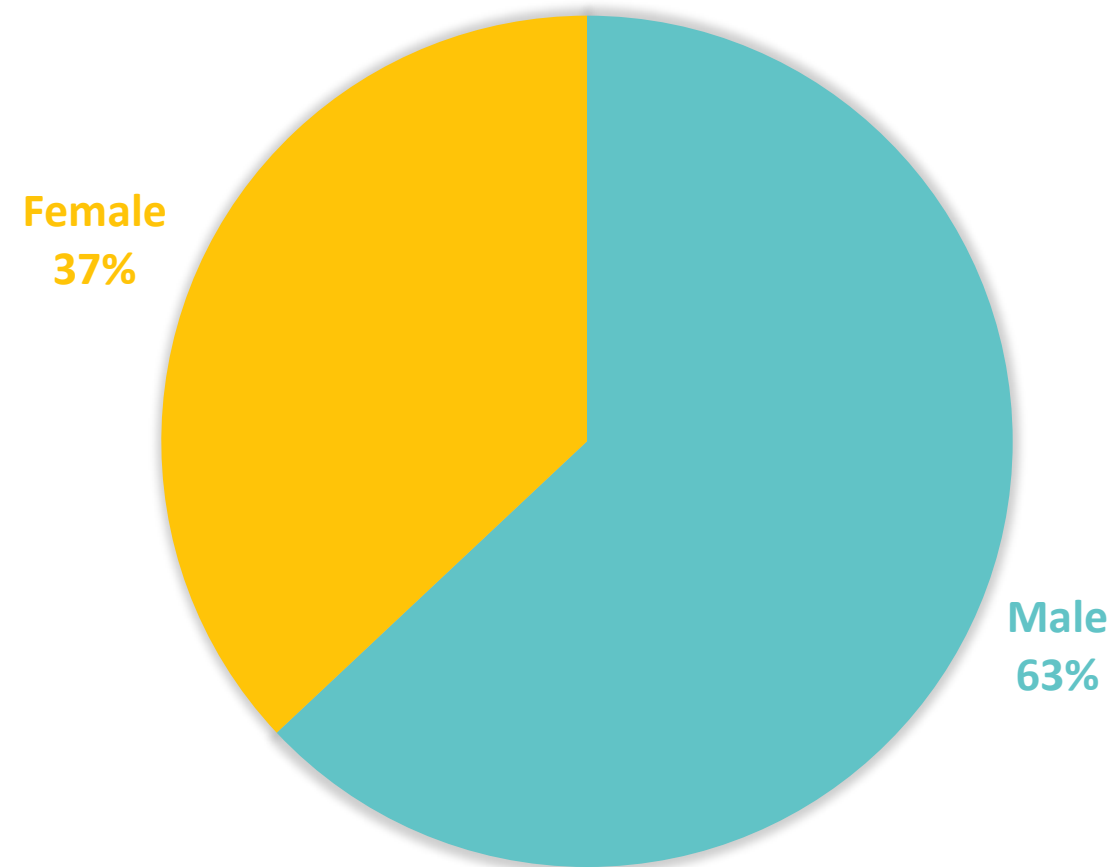


SECTION 1

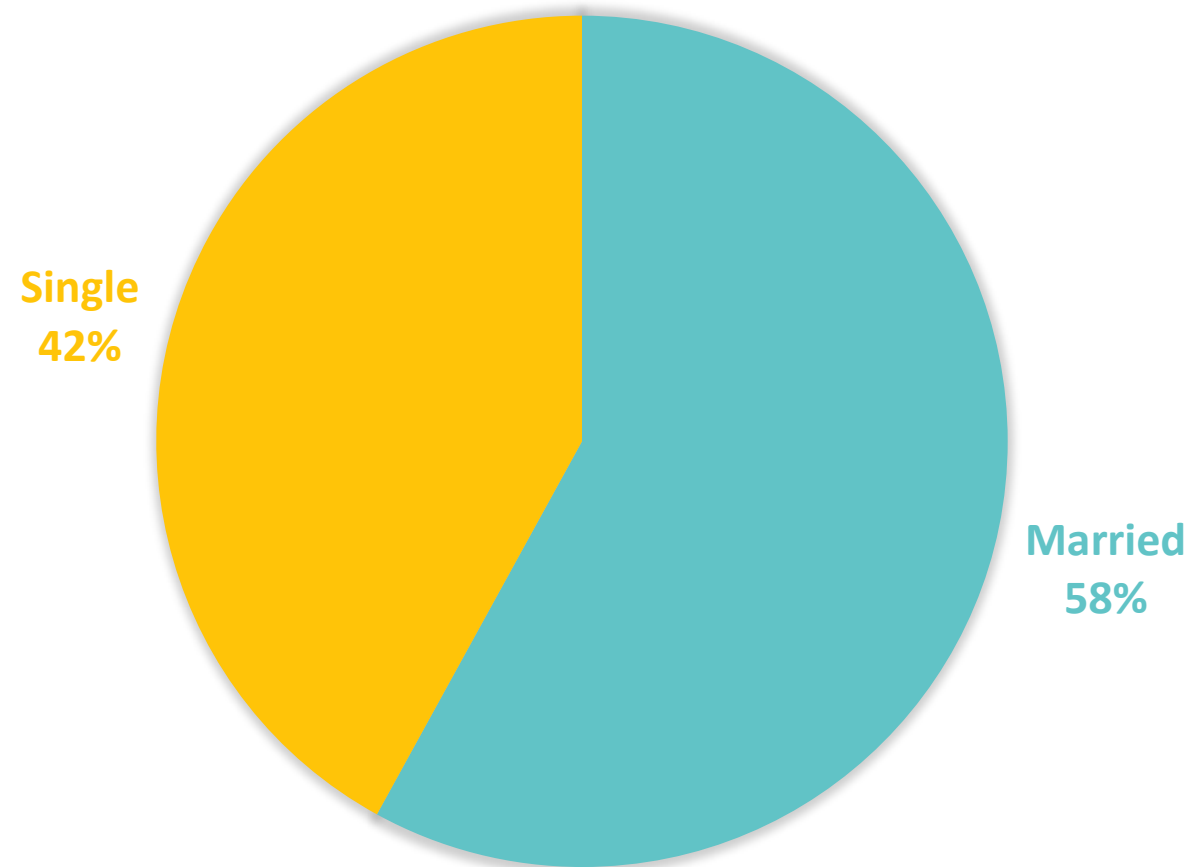
PROFILE OF RESPONDENTS



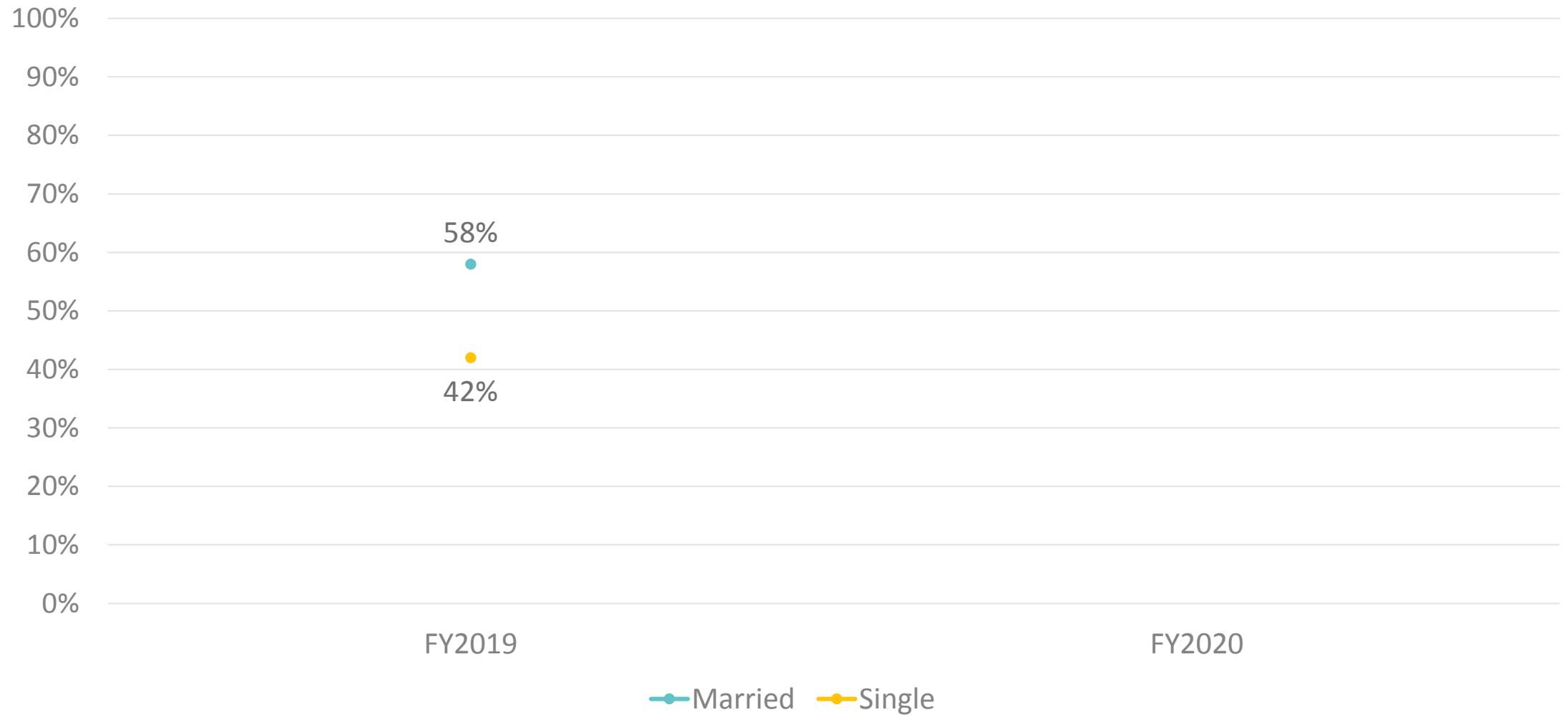
GENDER



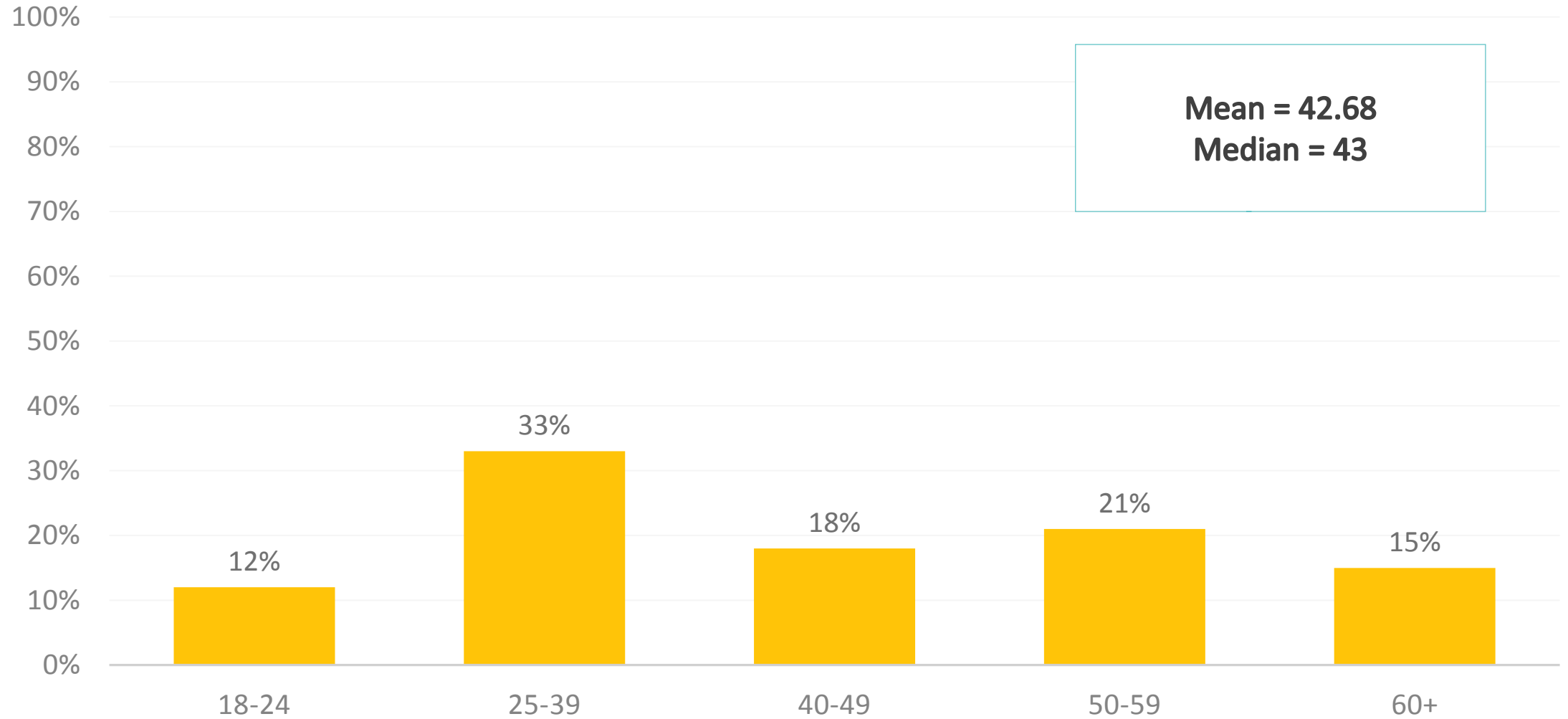
MARITAL STATUS



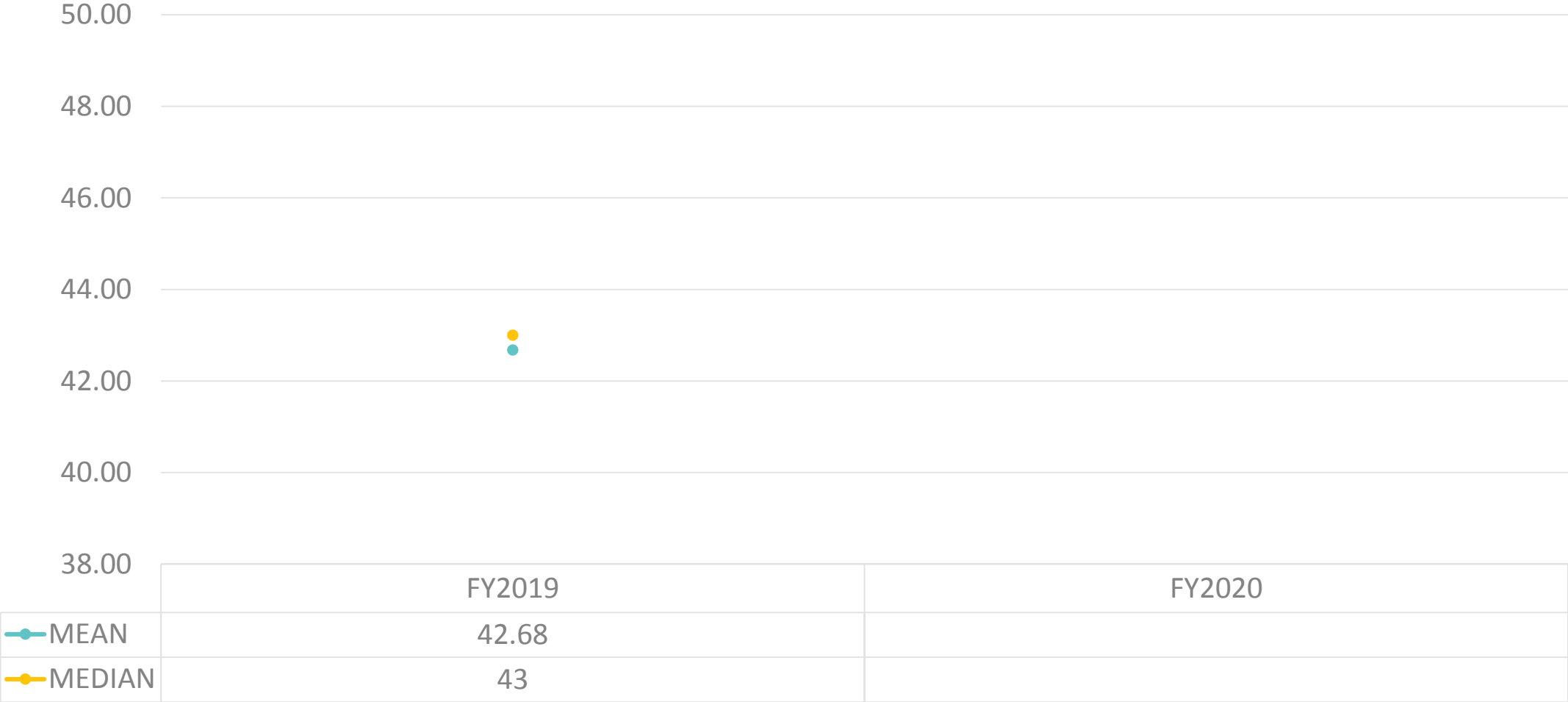
MARITAL STATUS – TRACKING



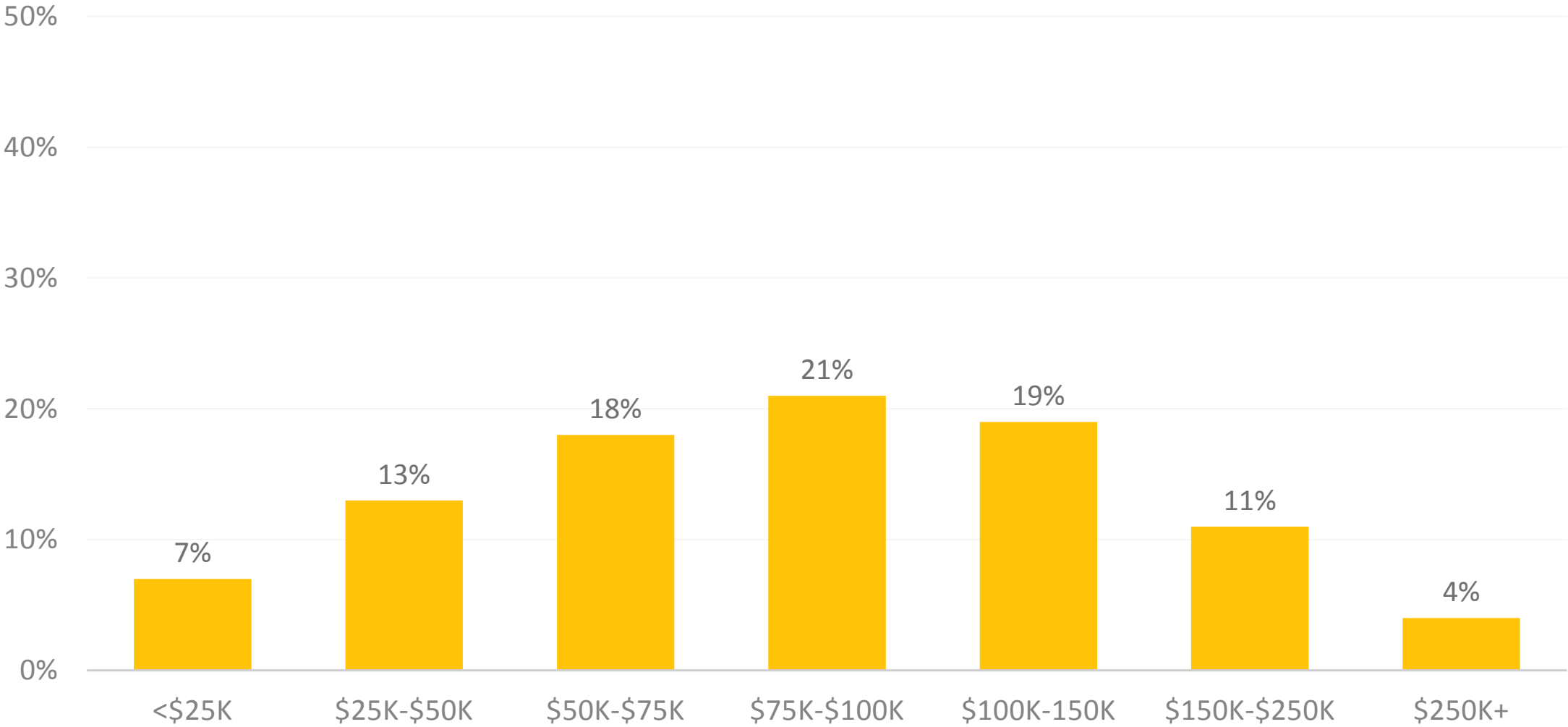
AGE



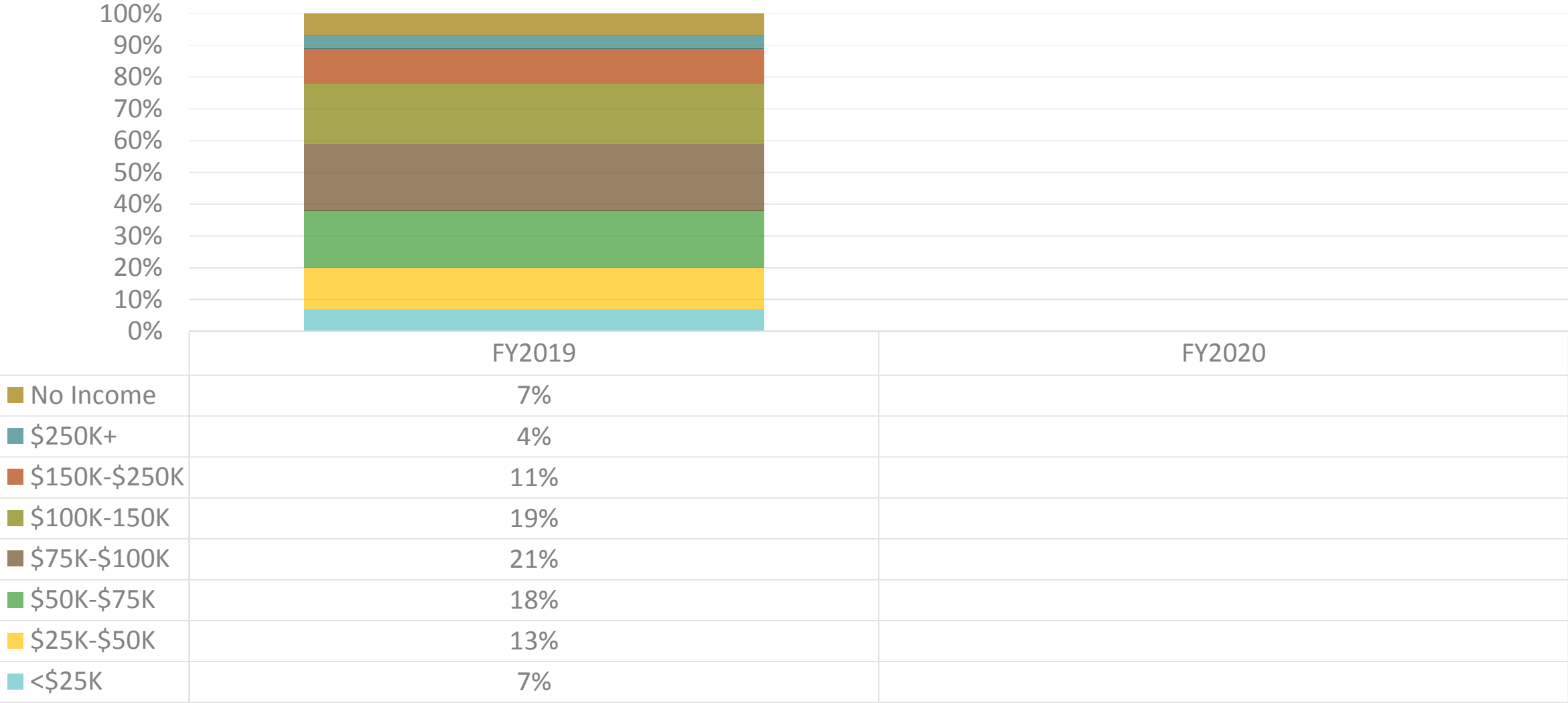
AGE – TRACKING



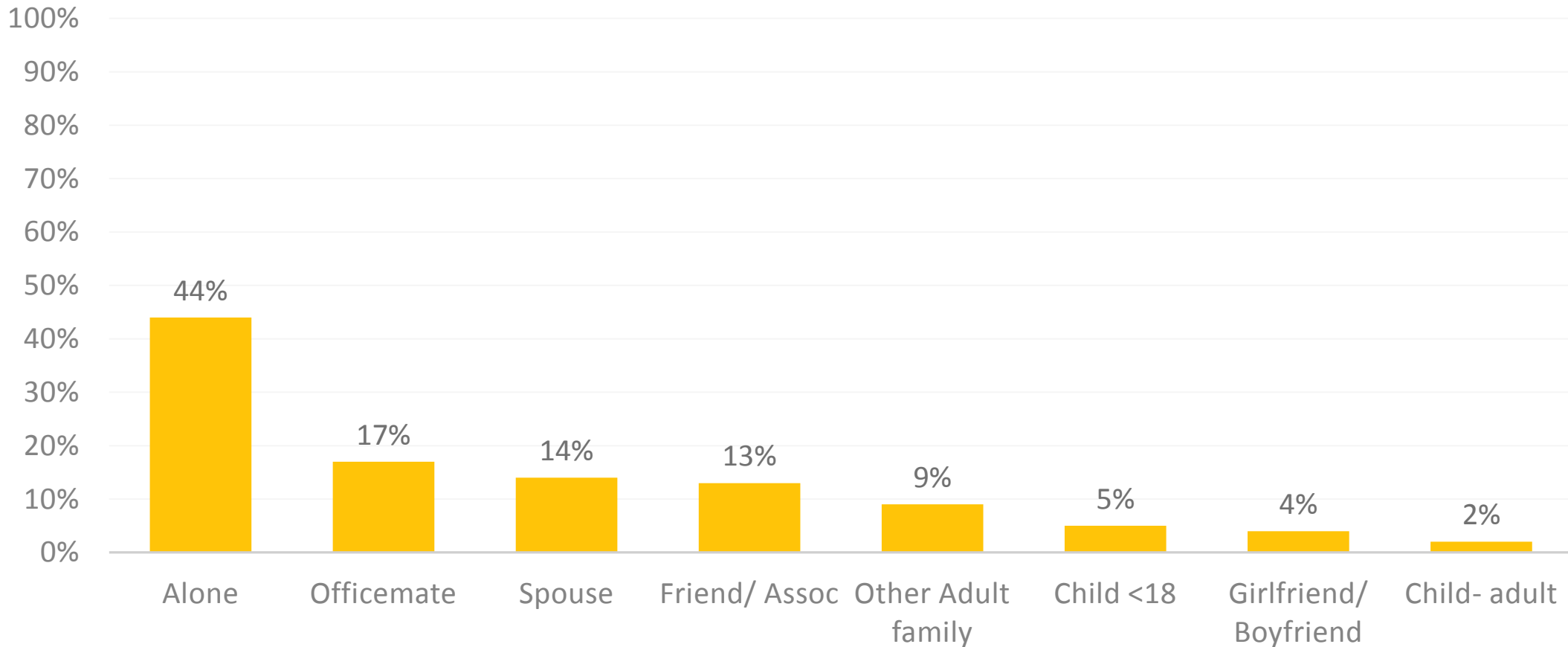
HOUSEHOLD INCOME



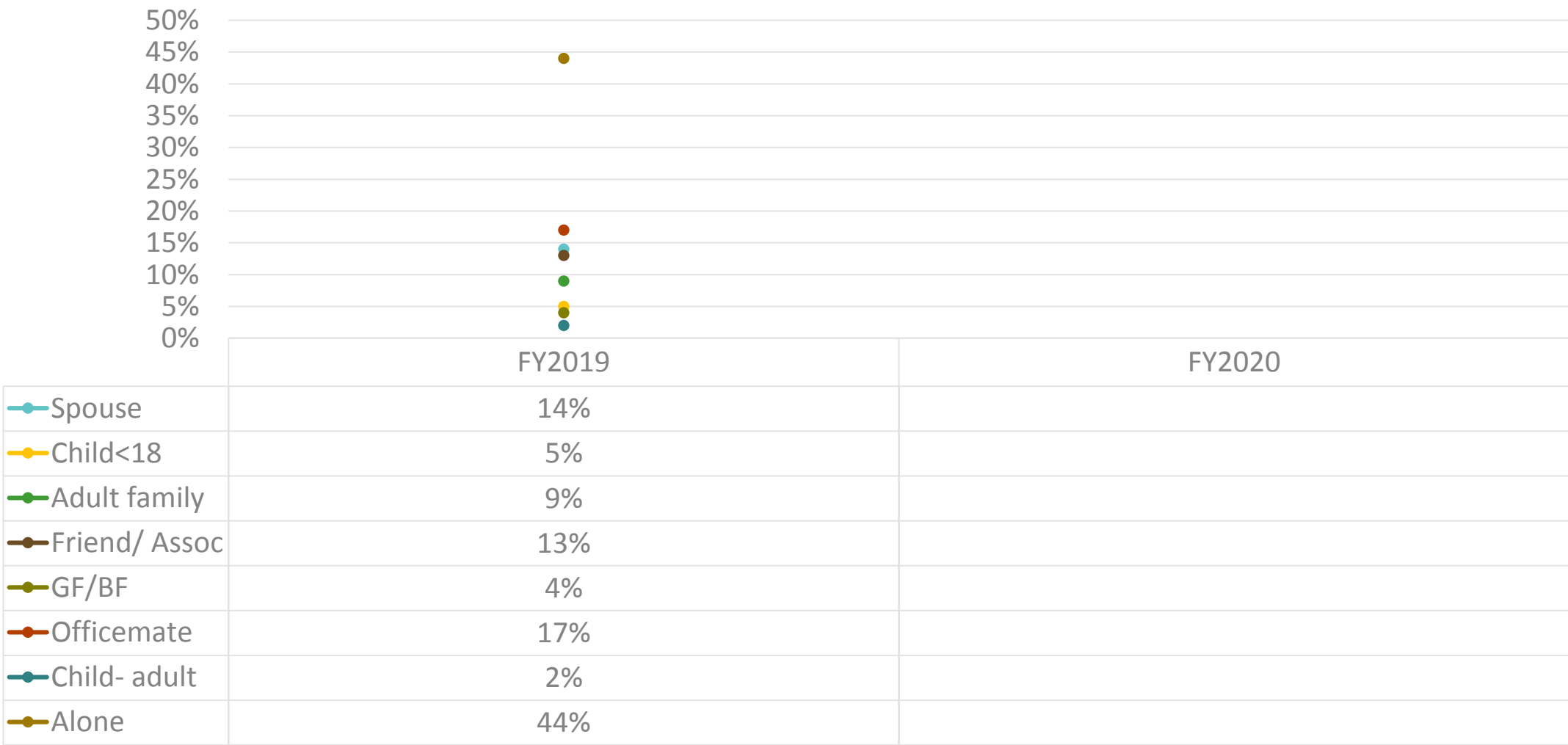
HOUSEHOLD INCOME



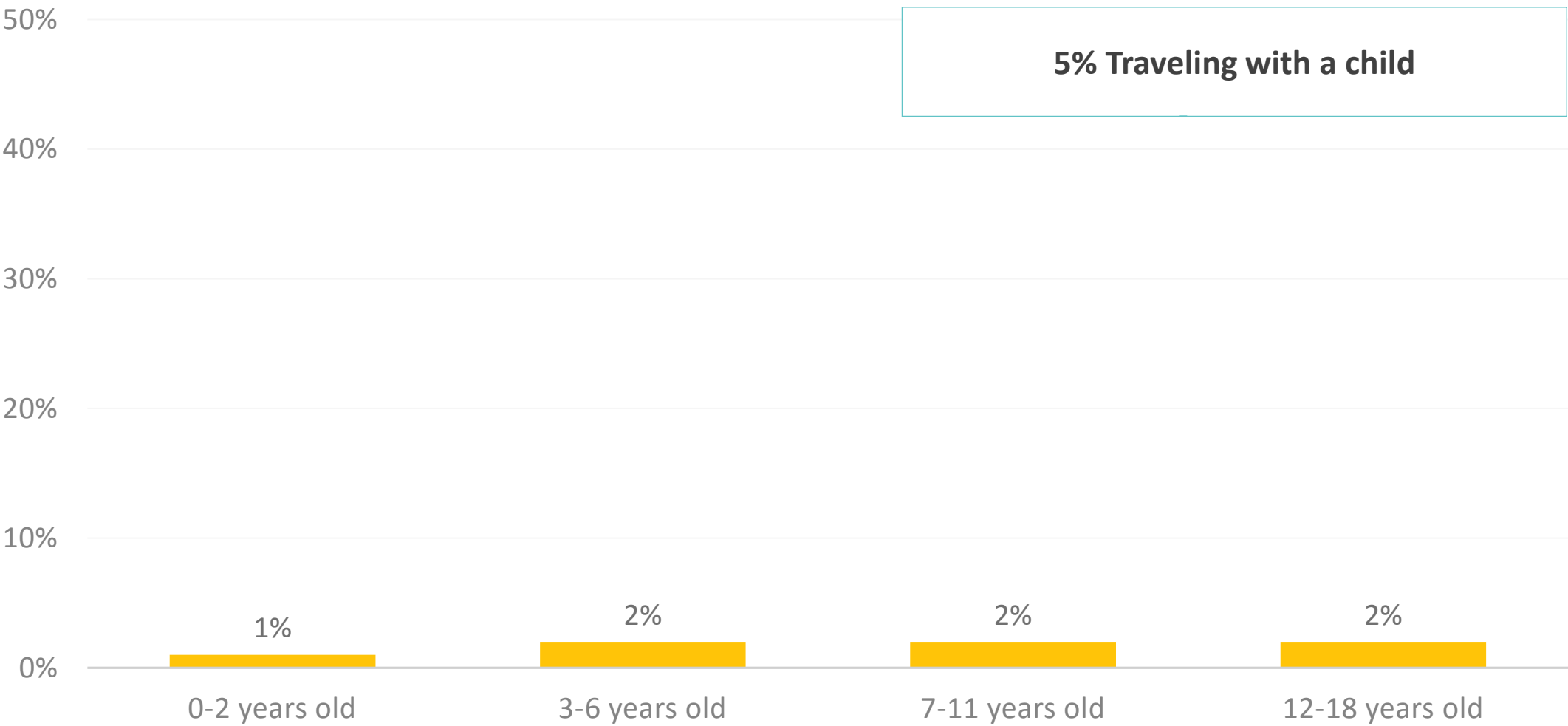
TRAVEL PARTY



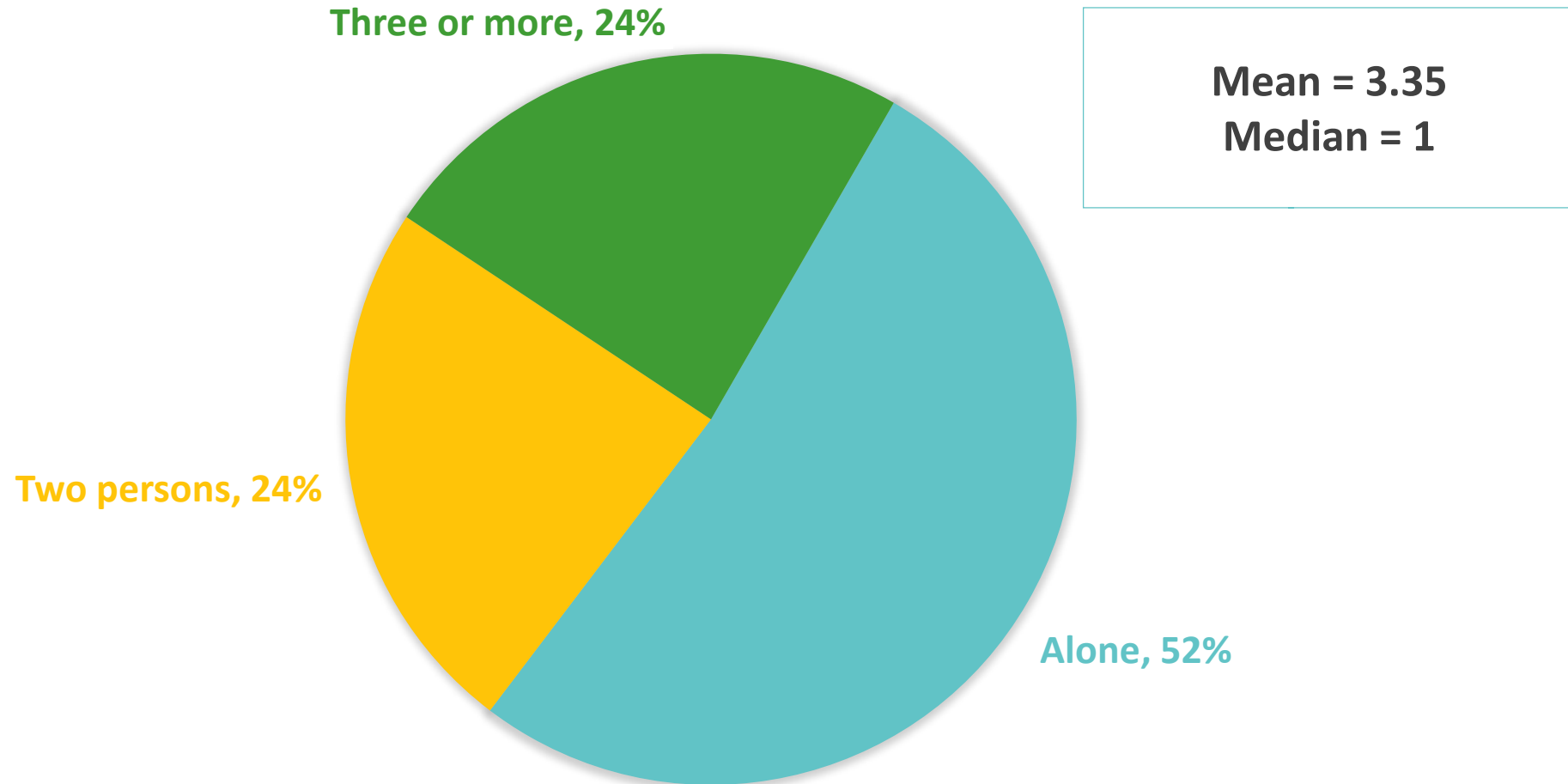
TRAVEL PARTY – TRACKING



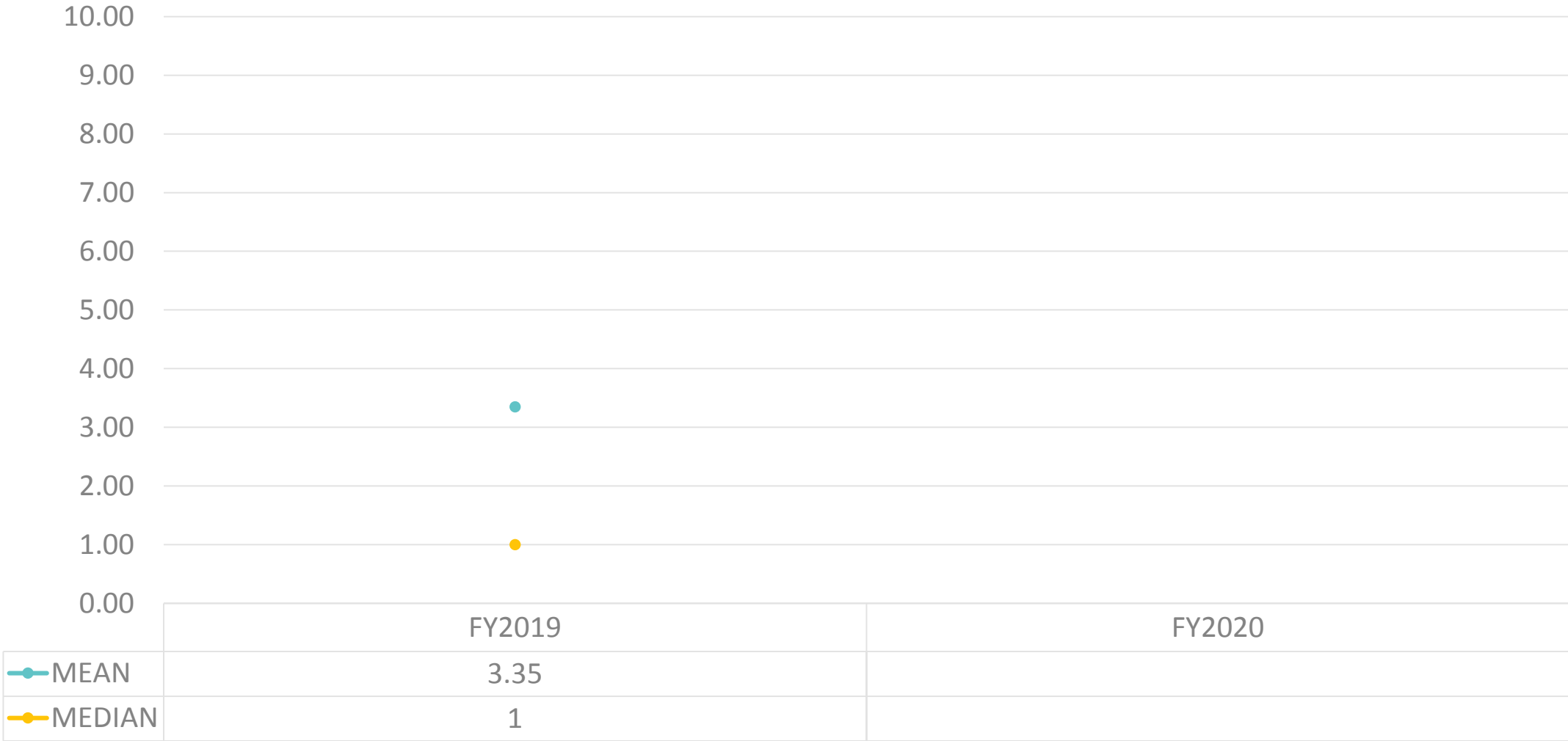
TRAVEL PARTY – CHILD UNDER 18



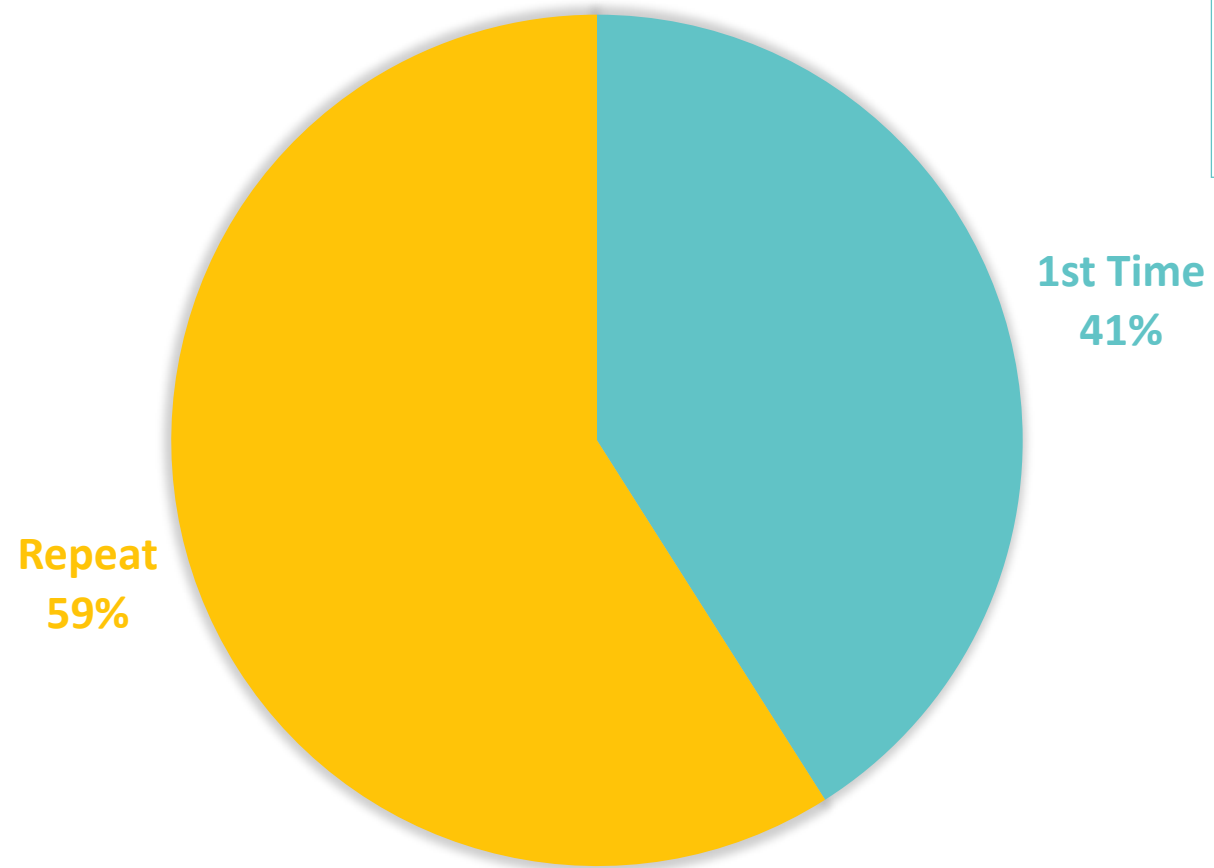
TRAVEL PARTY SIZE



TRAVEL PARTY SIZE – TRACKING

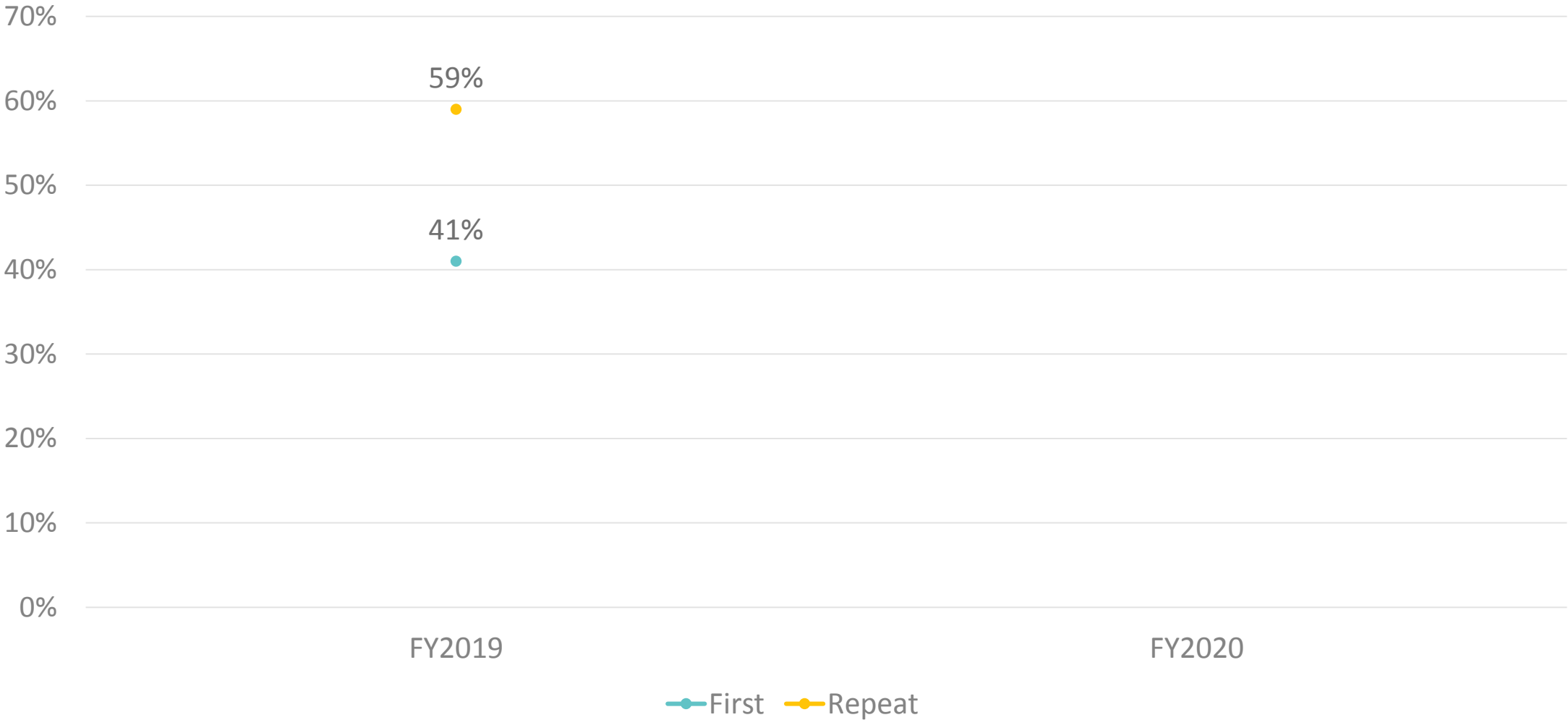


TRIPS TO GUAM

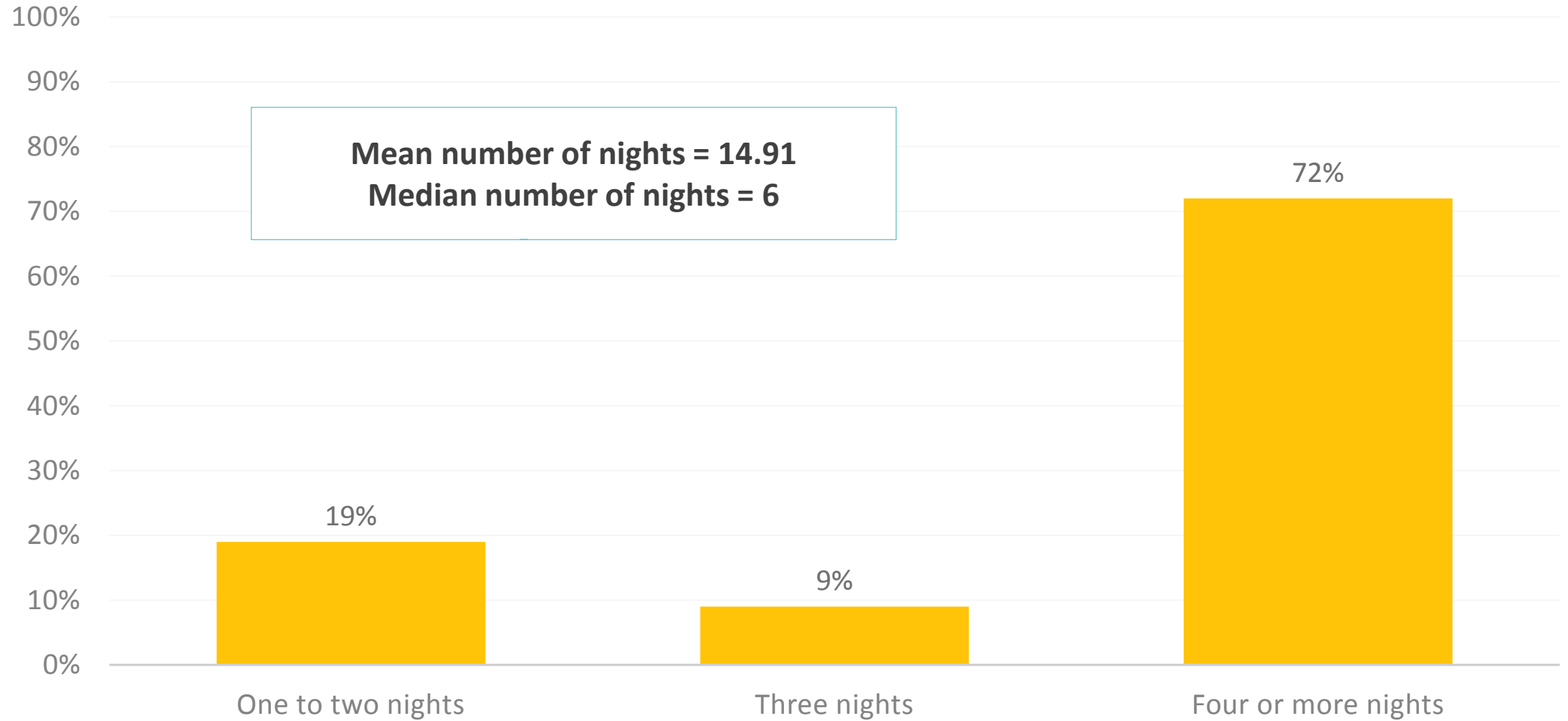


Mean = 4.82
Median = 2

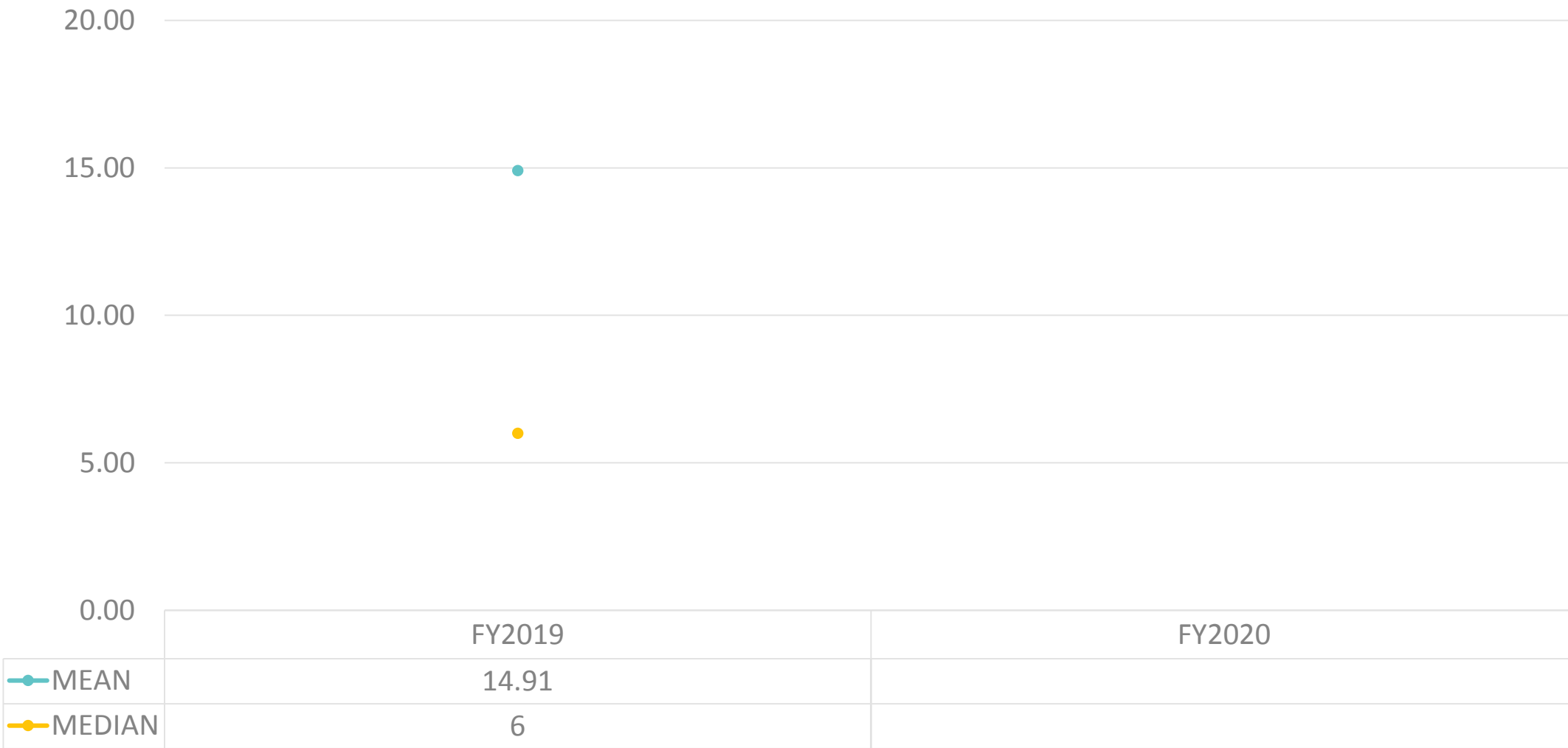
TRIPS TO GUAM – TRACKING



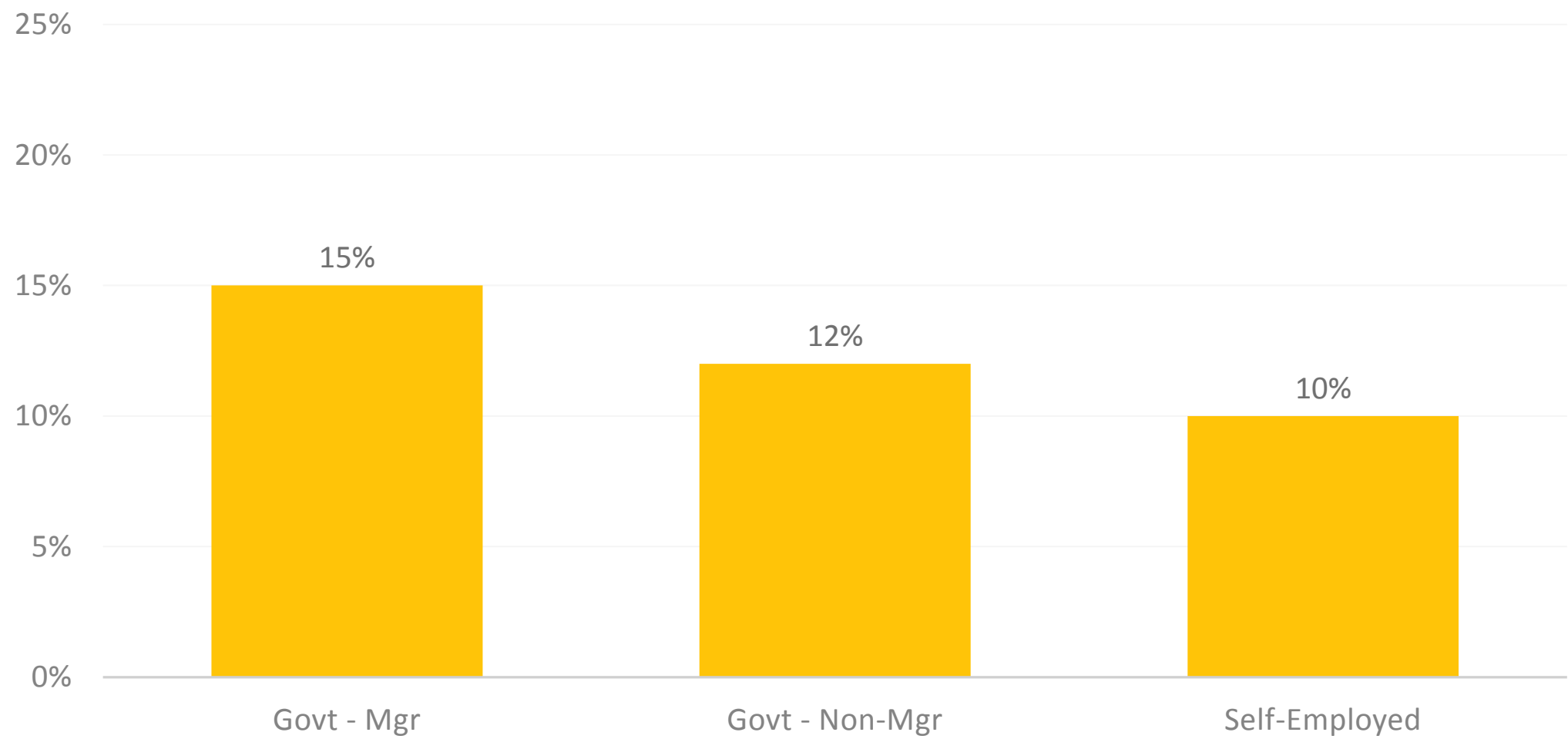
LENGTH OF STAY



LENGTH OF STAY – TRACKING



OCCUPATION – Top Responses (10%+)



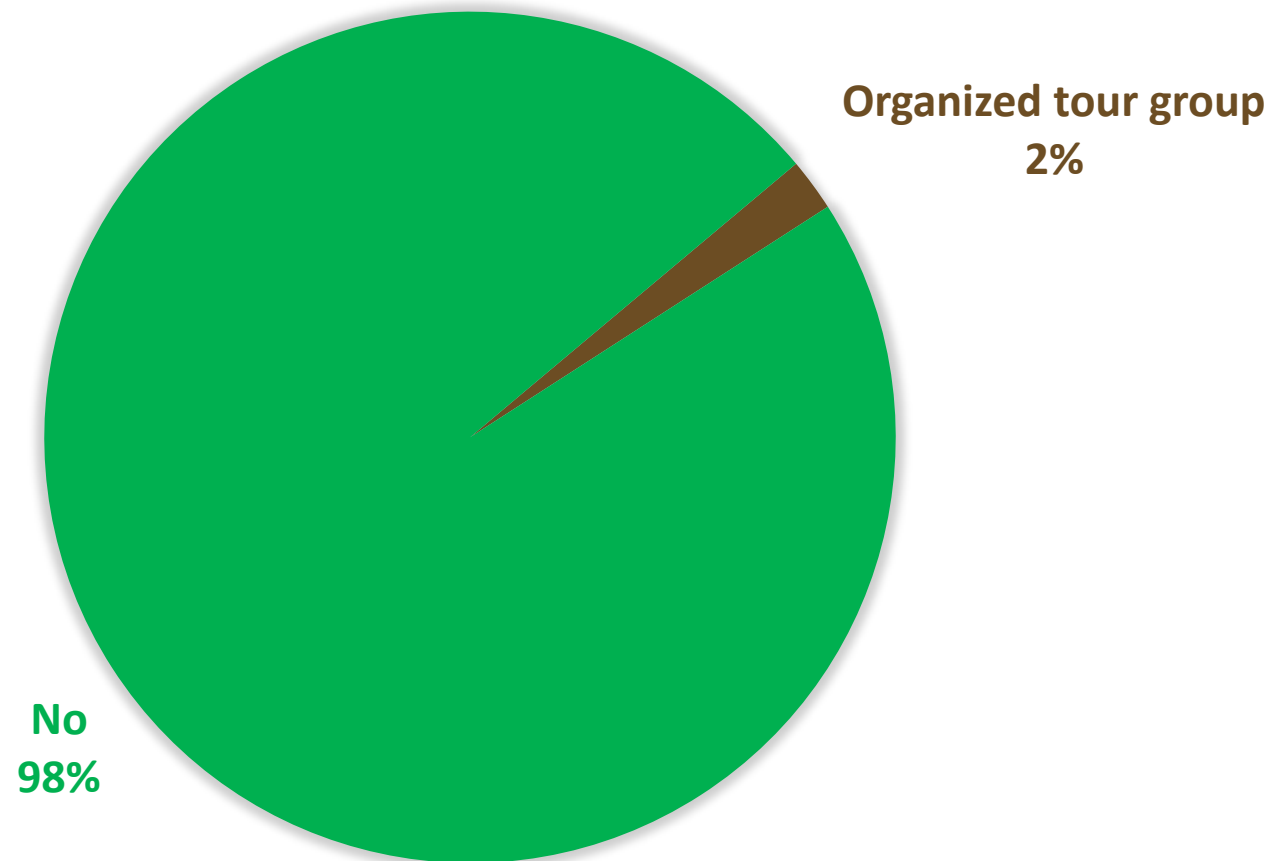


SECTION 2

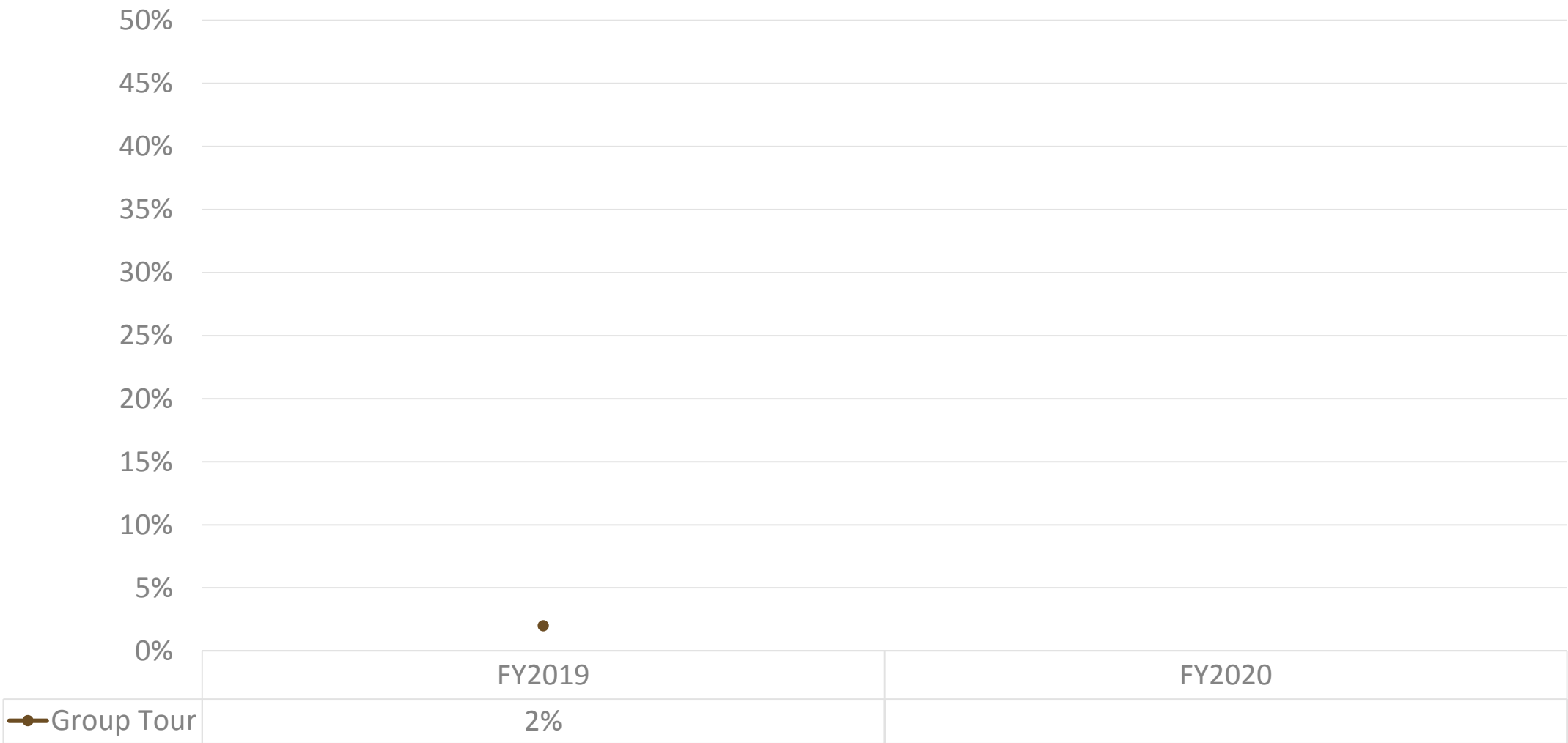
TRAVEL PLANNING



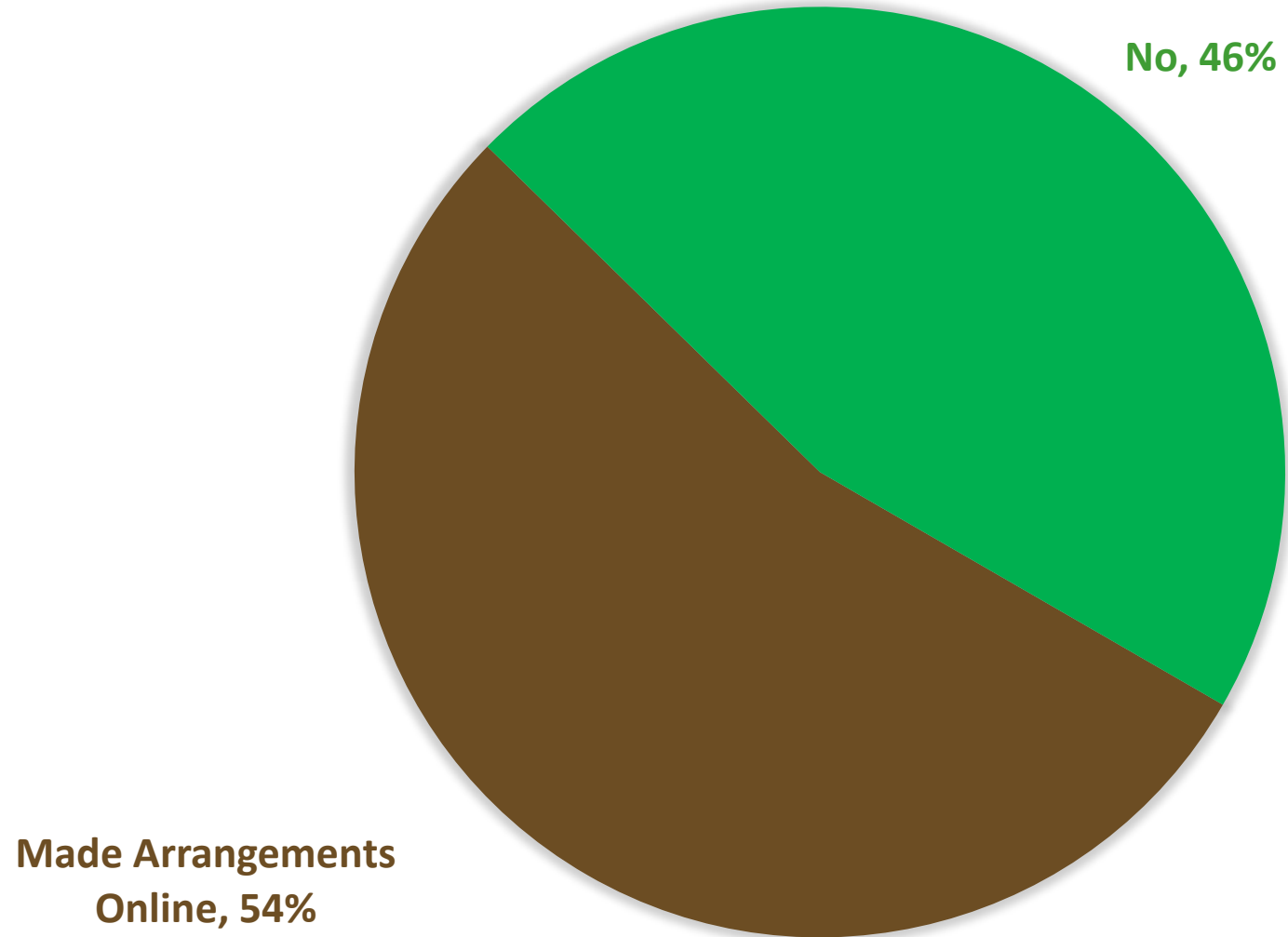
ORGANIZED TOUR GROUP



ORGANIZED TOUR GROUP – TRACKING



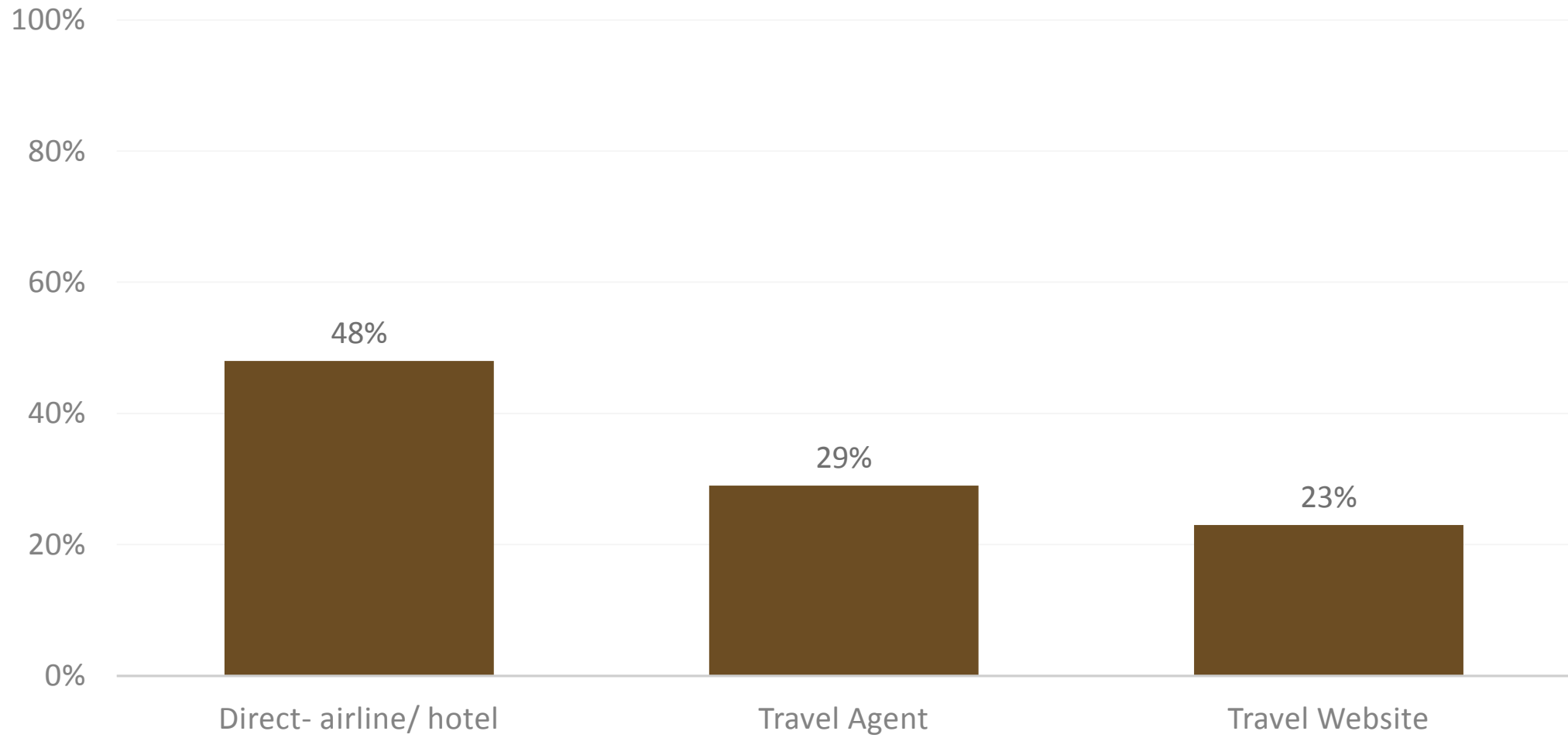
ONLINE BOOKING



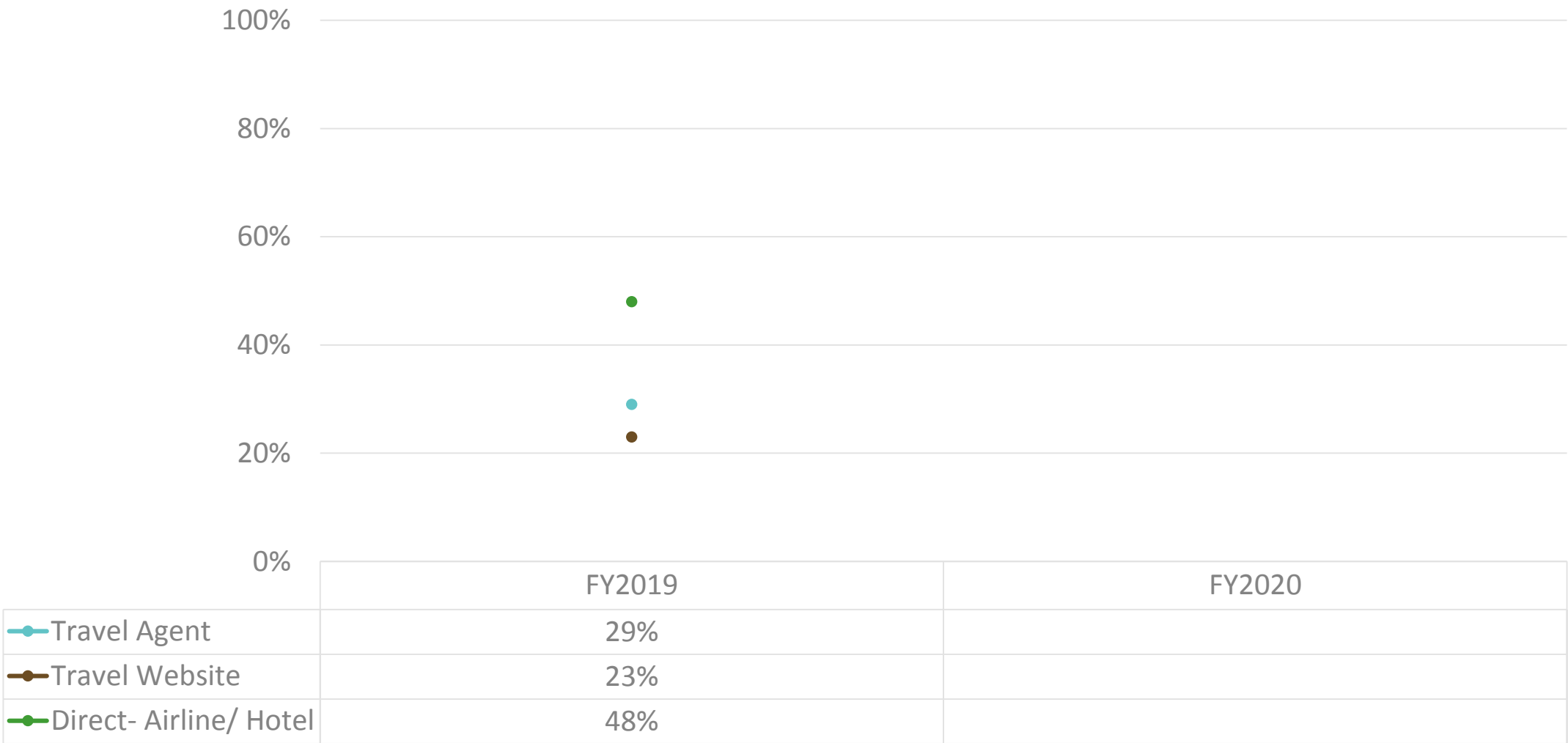
ONLINE BOOKING – TRACKING



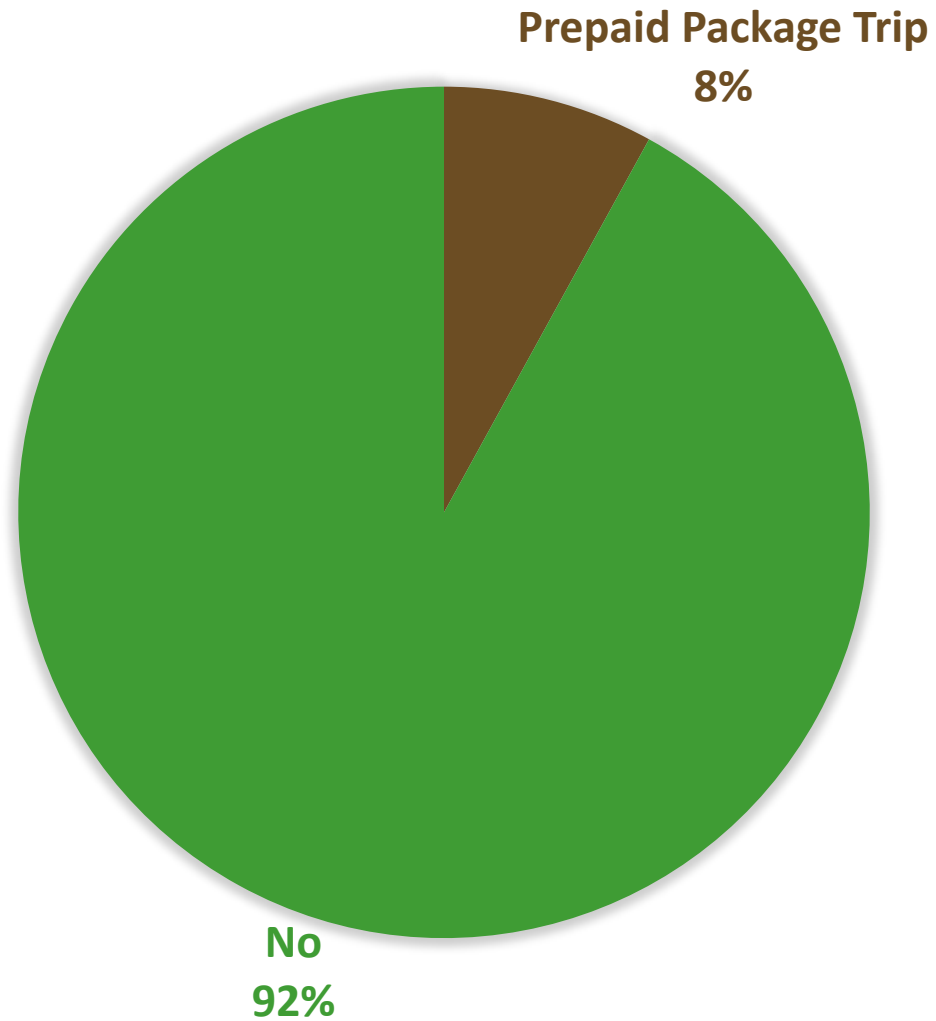
TRAVEL ARRANGEMENTS



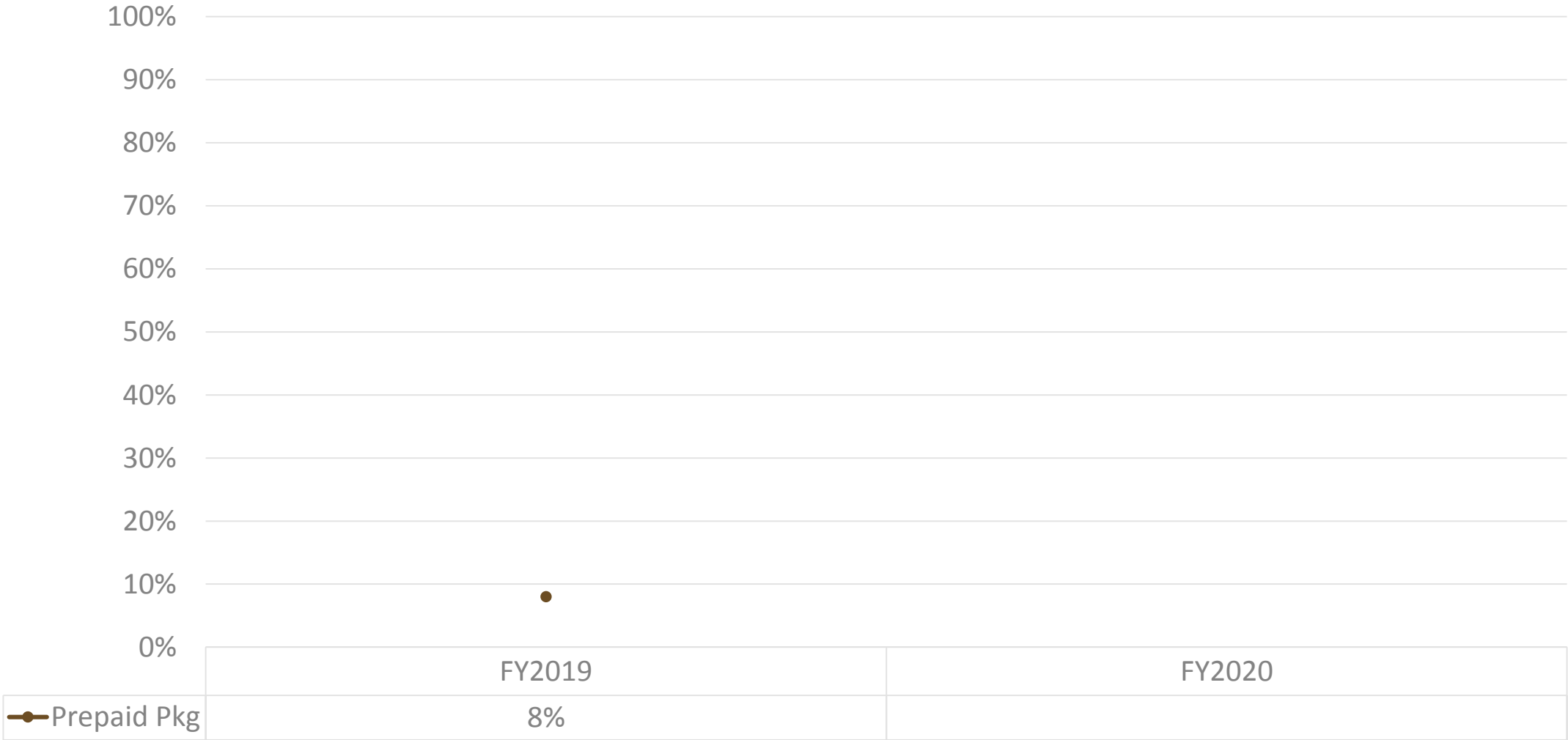
TRAVEL ARRANGEMENTS – TRACKING



PREPAID PACKAGE TRIP



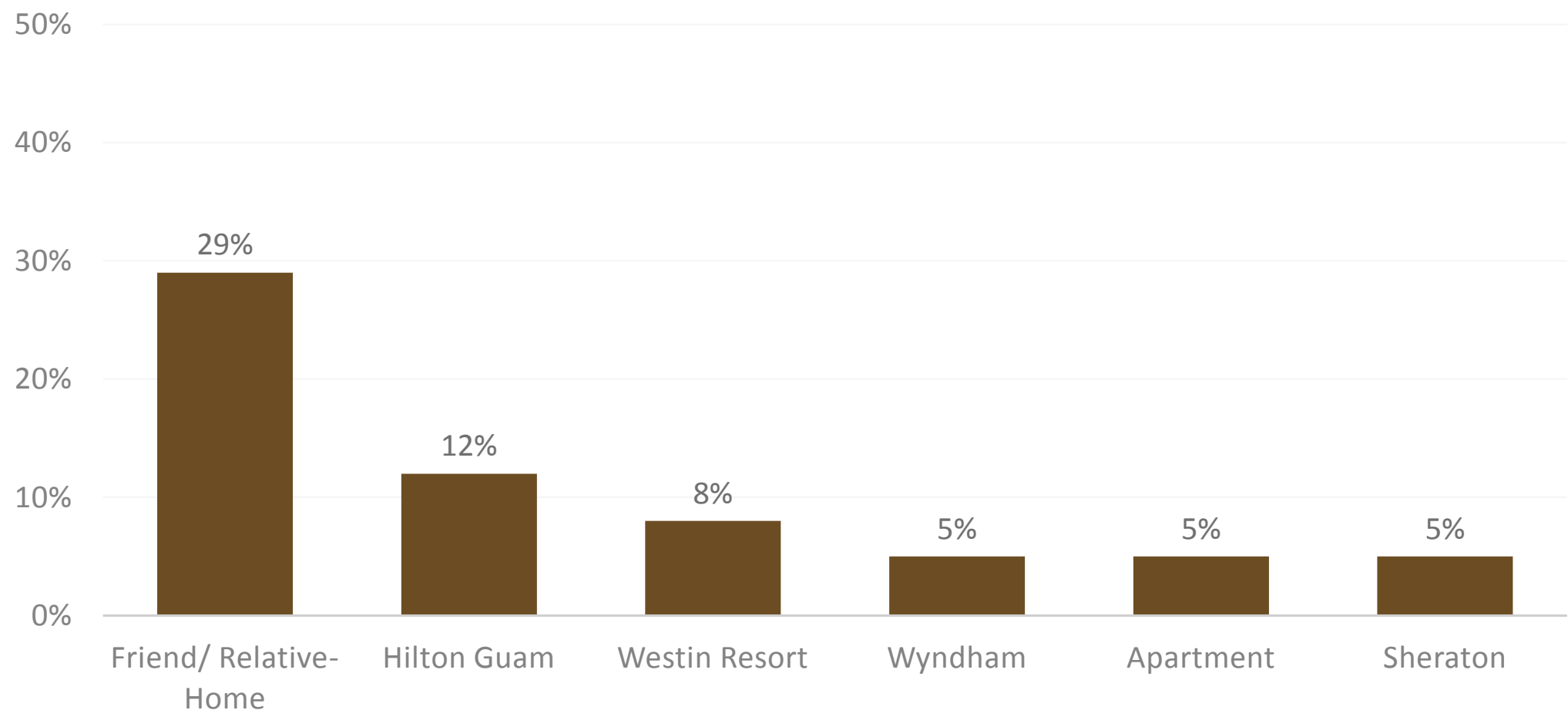
PREPAID PACKAGE TRIP



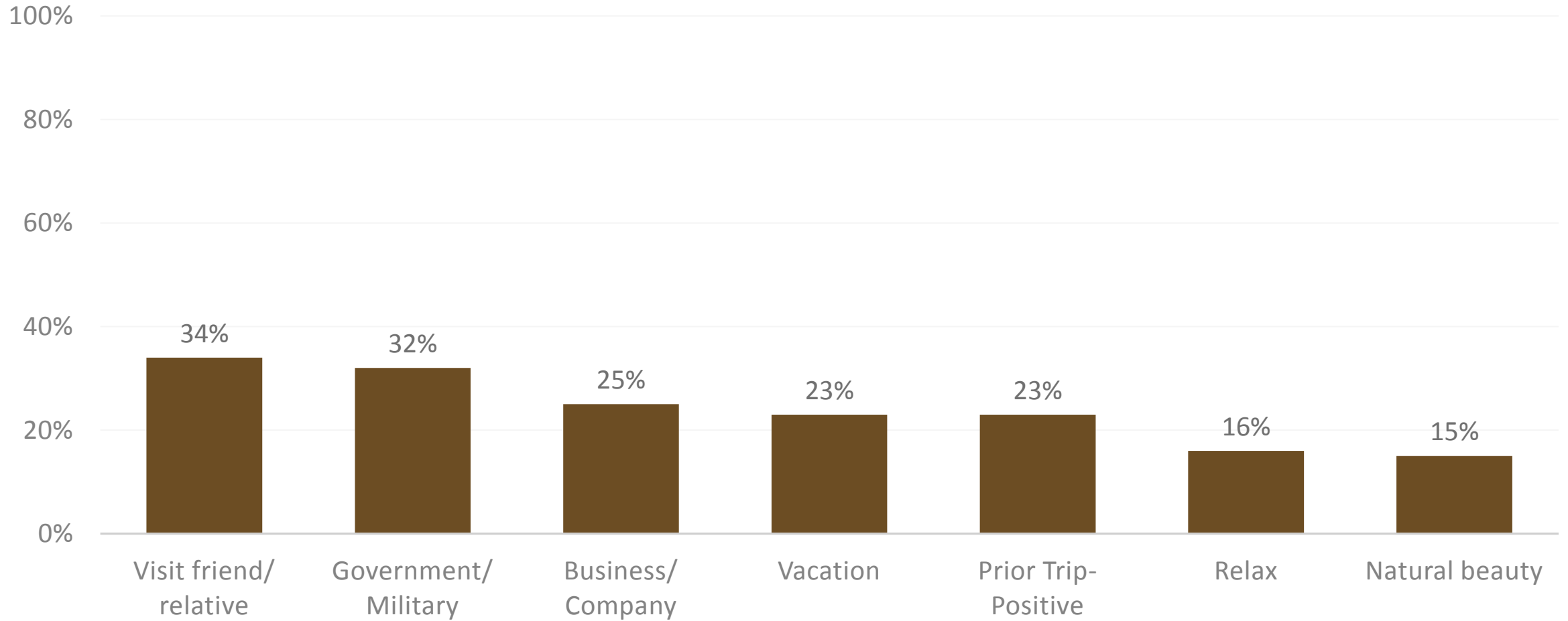
[A]



ACCOMMODATIONS (5%+)



TRAVEL MOTIVATIONS (10%+)



TRAVEL MOTIVATIONS – Top 3

FY2019
34% Visit Friends/ Relatives
32% Government/ Military
25% Company/ Business Trip



SECTION 3

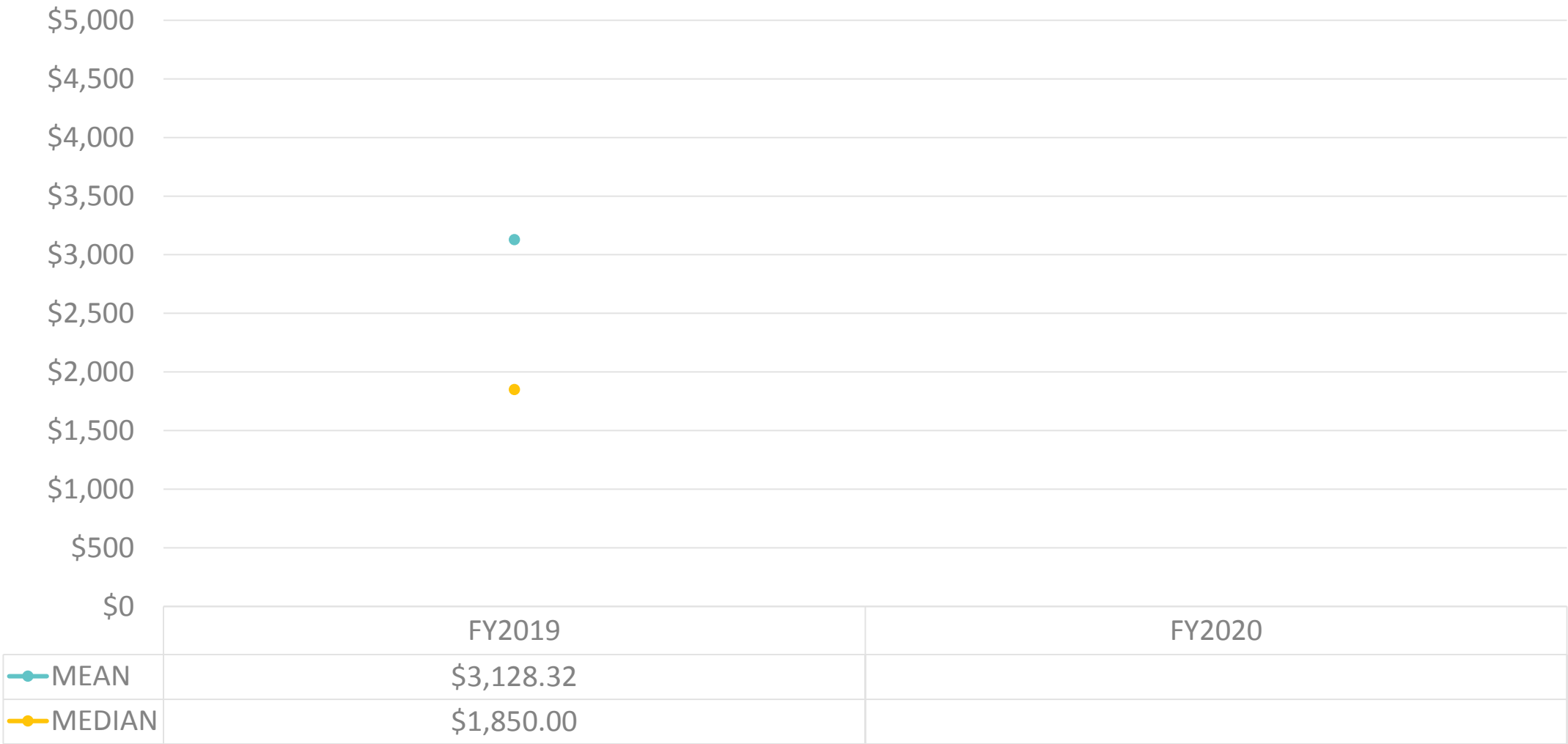
EXPENDITURES



PREPAID PACKAGE EXPENDITURES

- \$3,128.32 = overall mean average prepaid package expense (for entire travel party) by respondent
- \$1,971.58 = overall mean average **per person** prepaid package expenditures

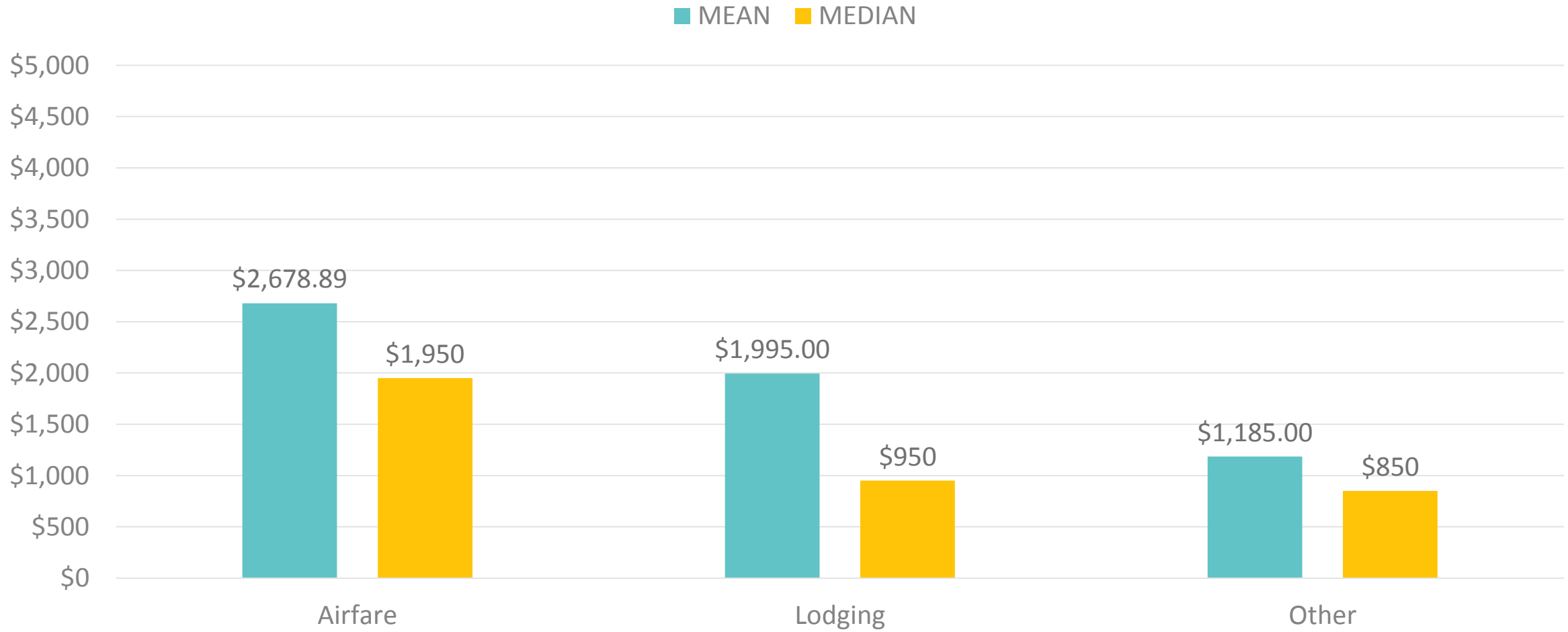
PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING



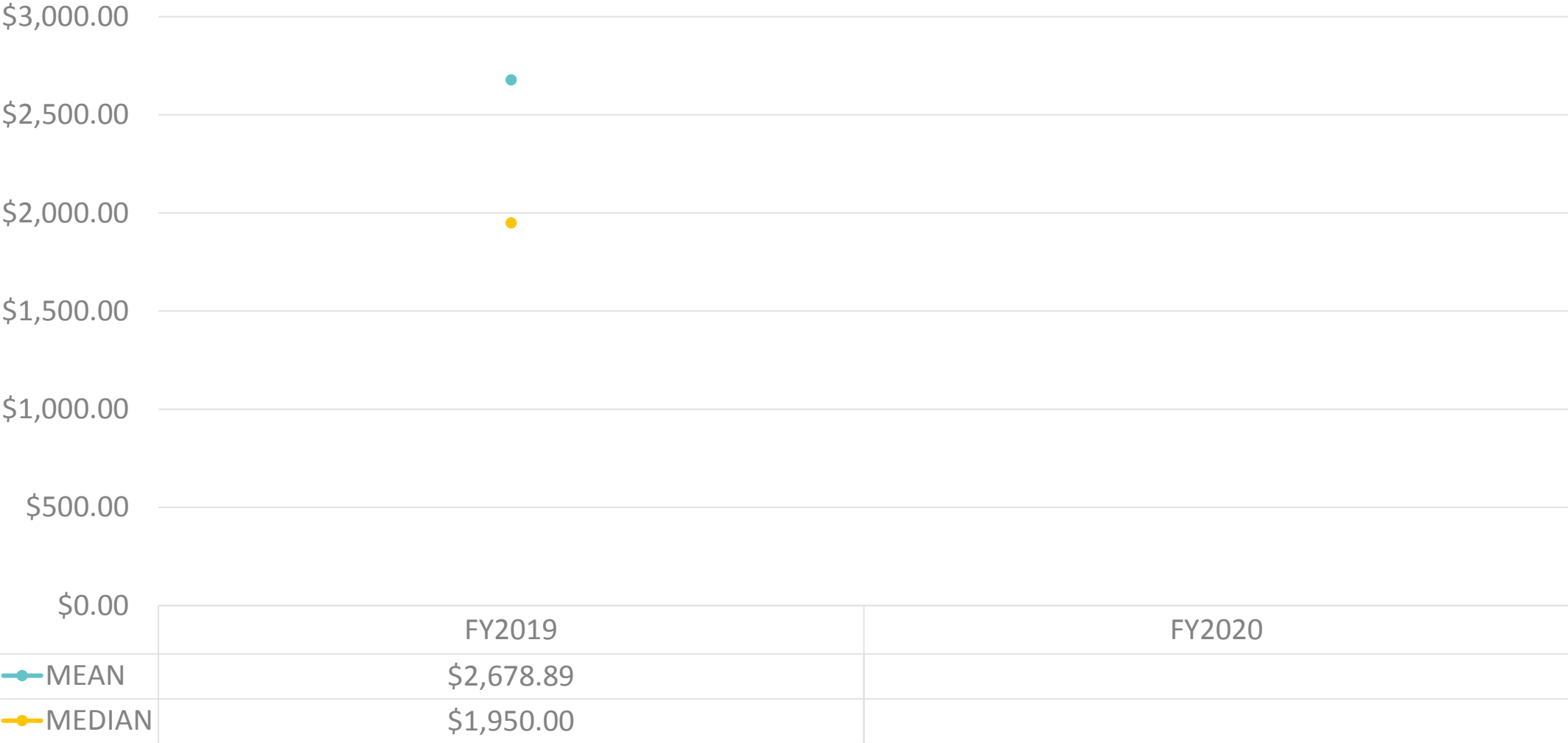
PREPAID PACKAGE – PER PERSON EXPENSE TRACKING



PREPAID PACKAGE – BREAKDOWN



Prepaid–Tracking: Airfare



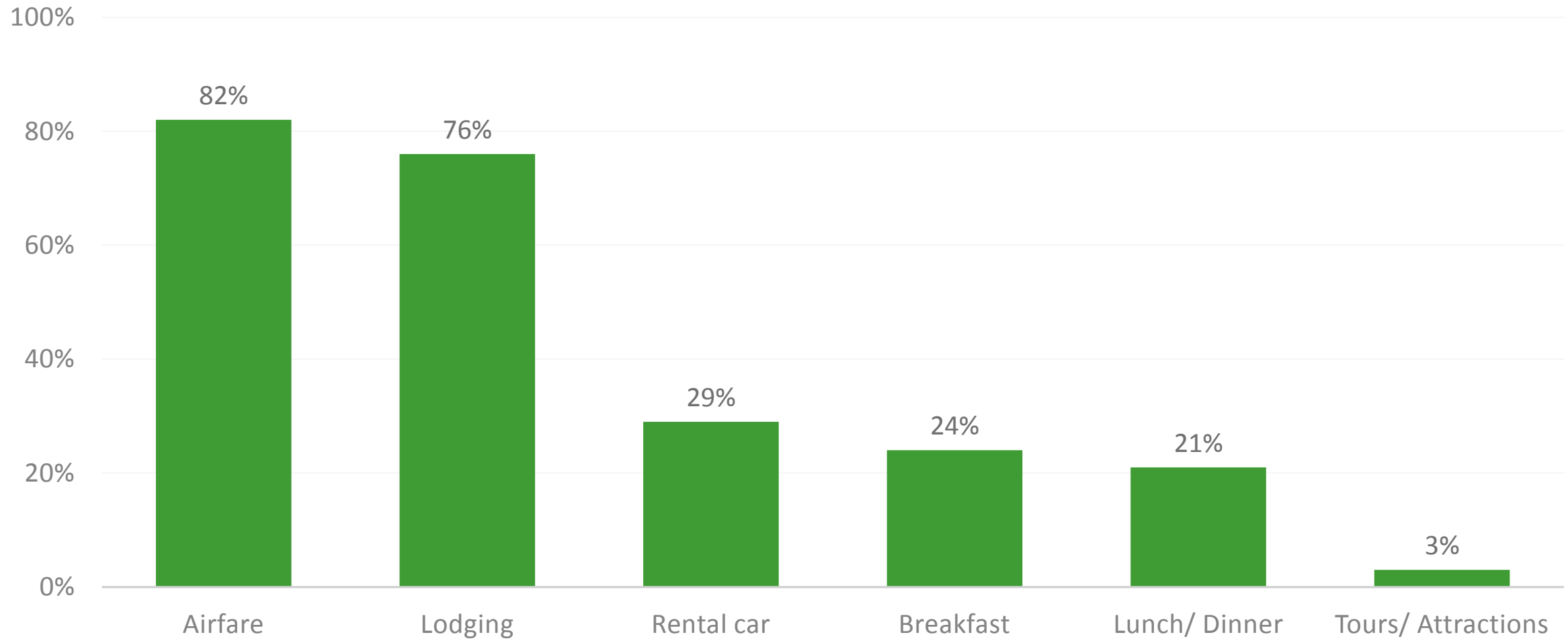
[A]



Prepaid–Tracking: Accommodations



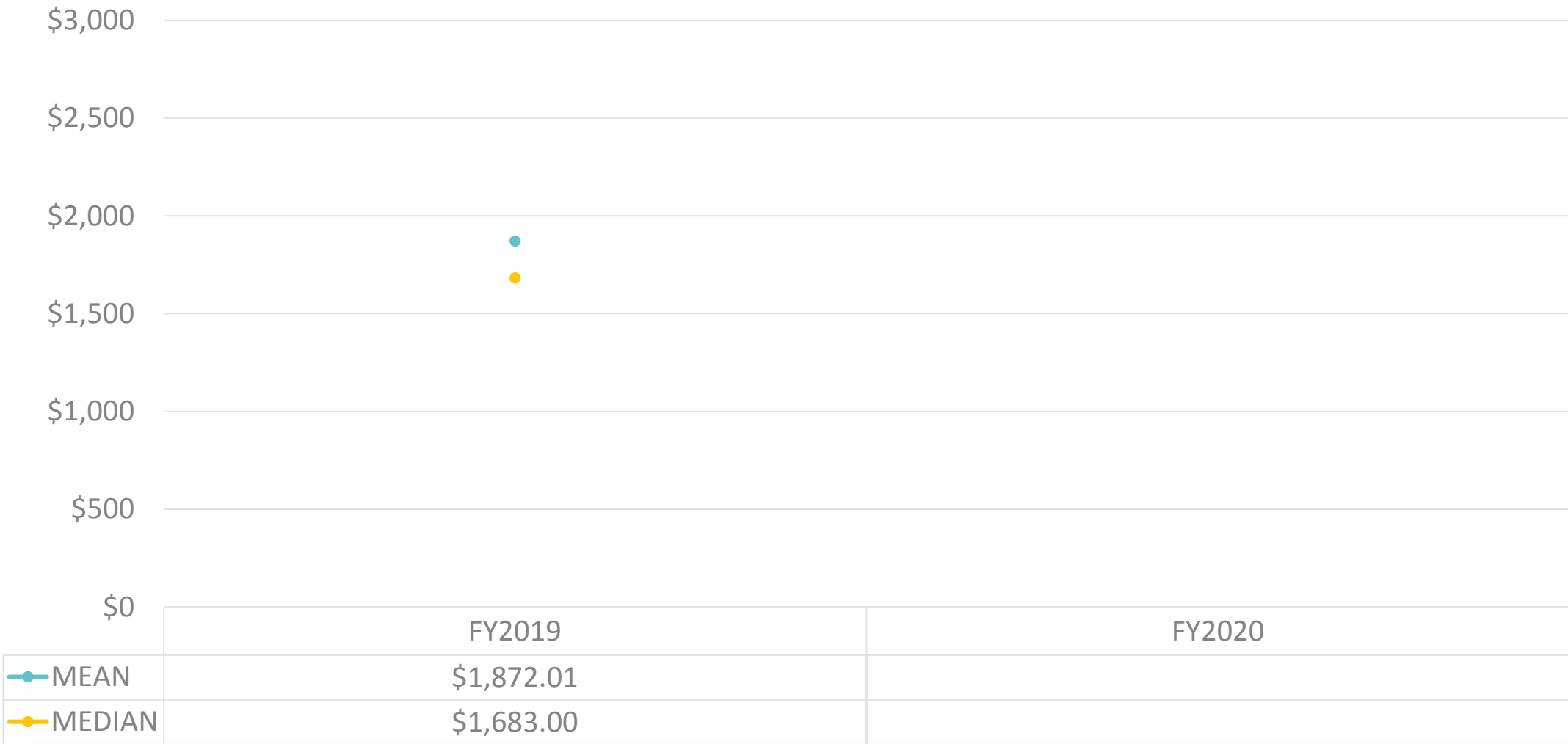
PREPAID PACKAGE – BREAKDOWN



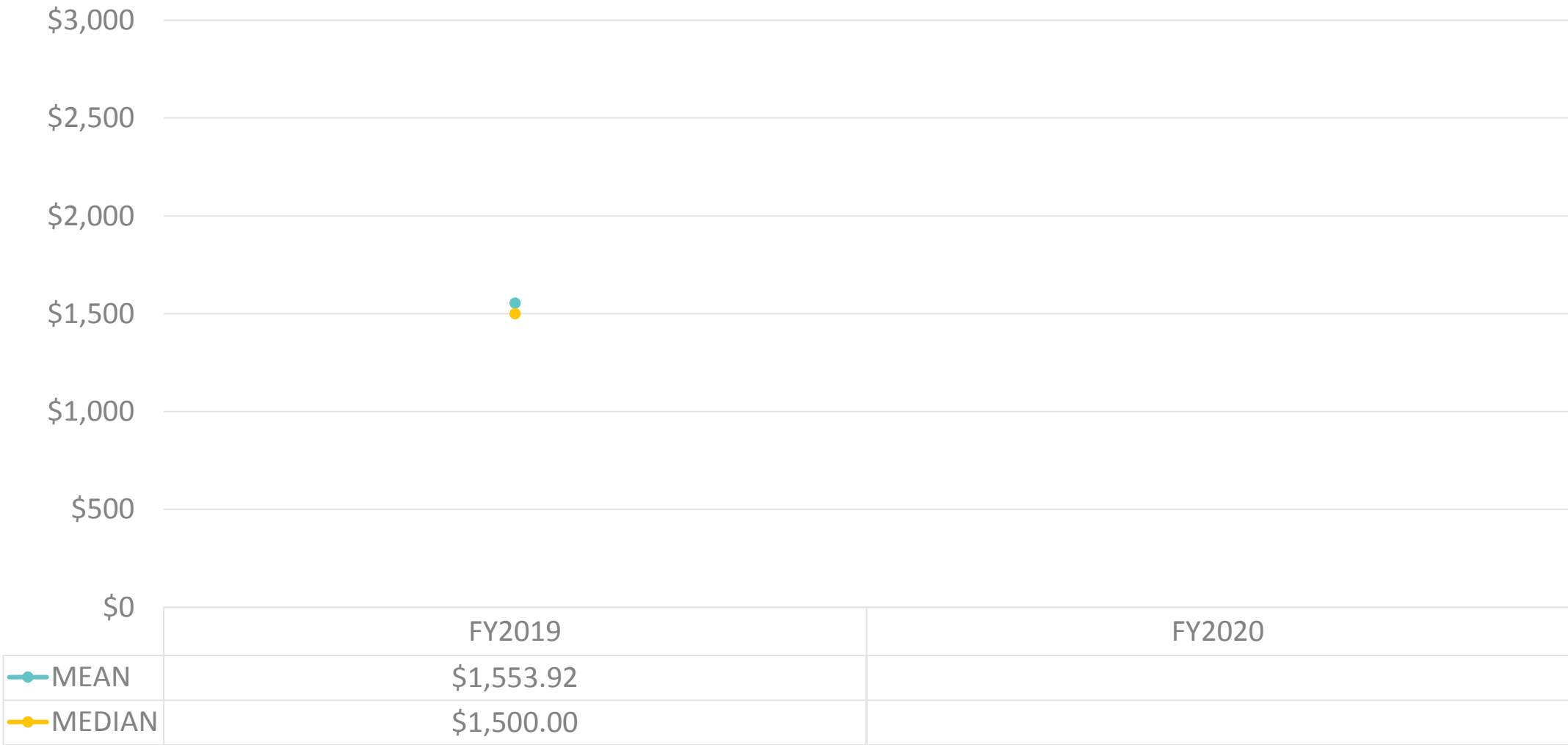
AIRFARE – FIT TRAVELER

- \$1,872.01 = overall mean average airfare expense (for entire travel party) by respondent
- \$1,553.92 = overall mean average **per person** airfare expenditures

AIRFARE – FIT TRAVELER (GROUP) TRACKING



AIRFARE – FIT TRAVELER (Per Person) TRACKING



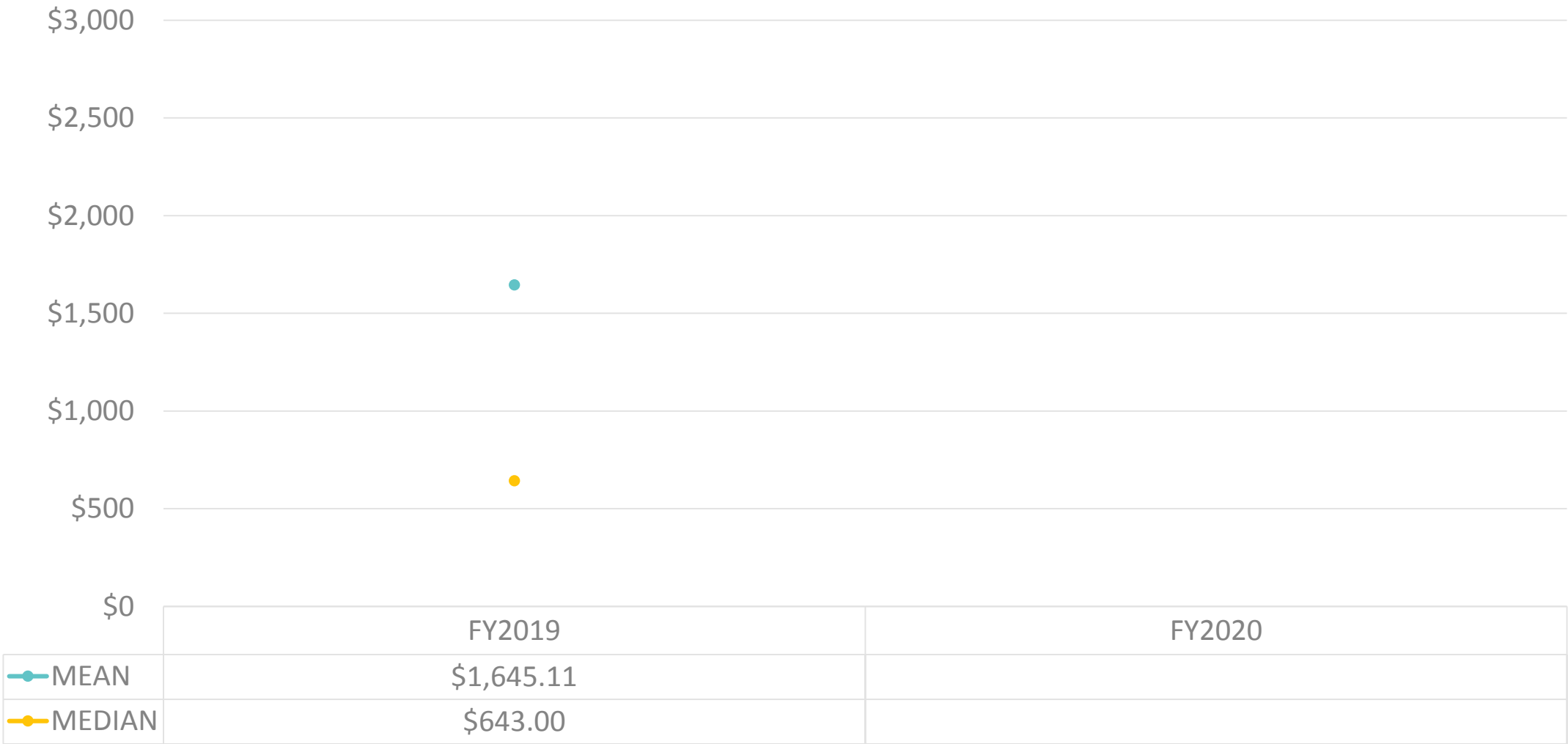
ONISLE EXPENDITURES

- \$2,012.38 = overall mean average expense (for entire travel party) by respondent
- \$1,645.11 = overall mean average **per person** expenditures

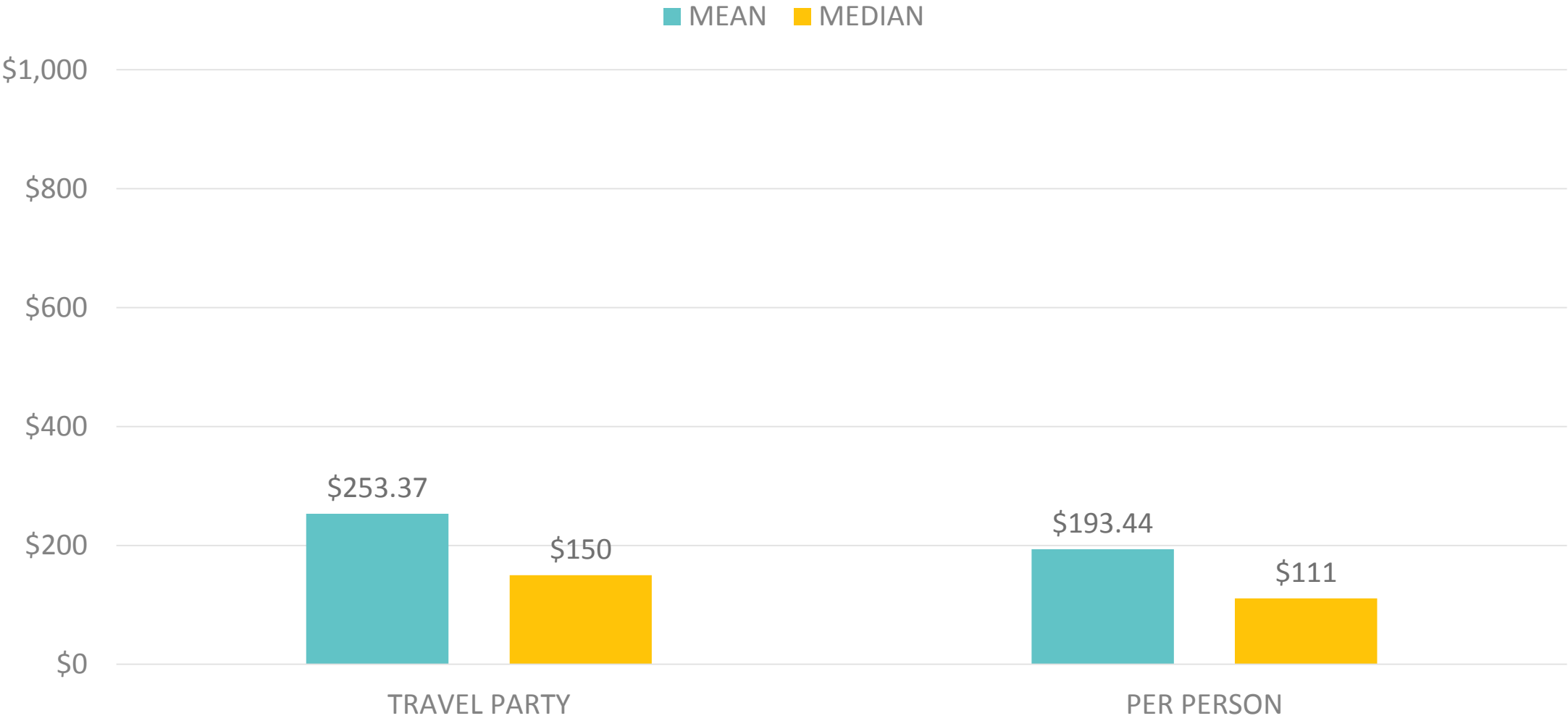
ONISLE – TRAVEL PARTY TRACKING



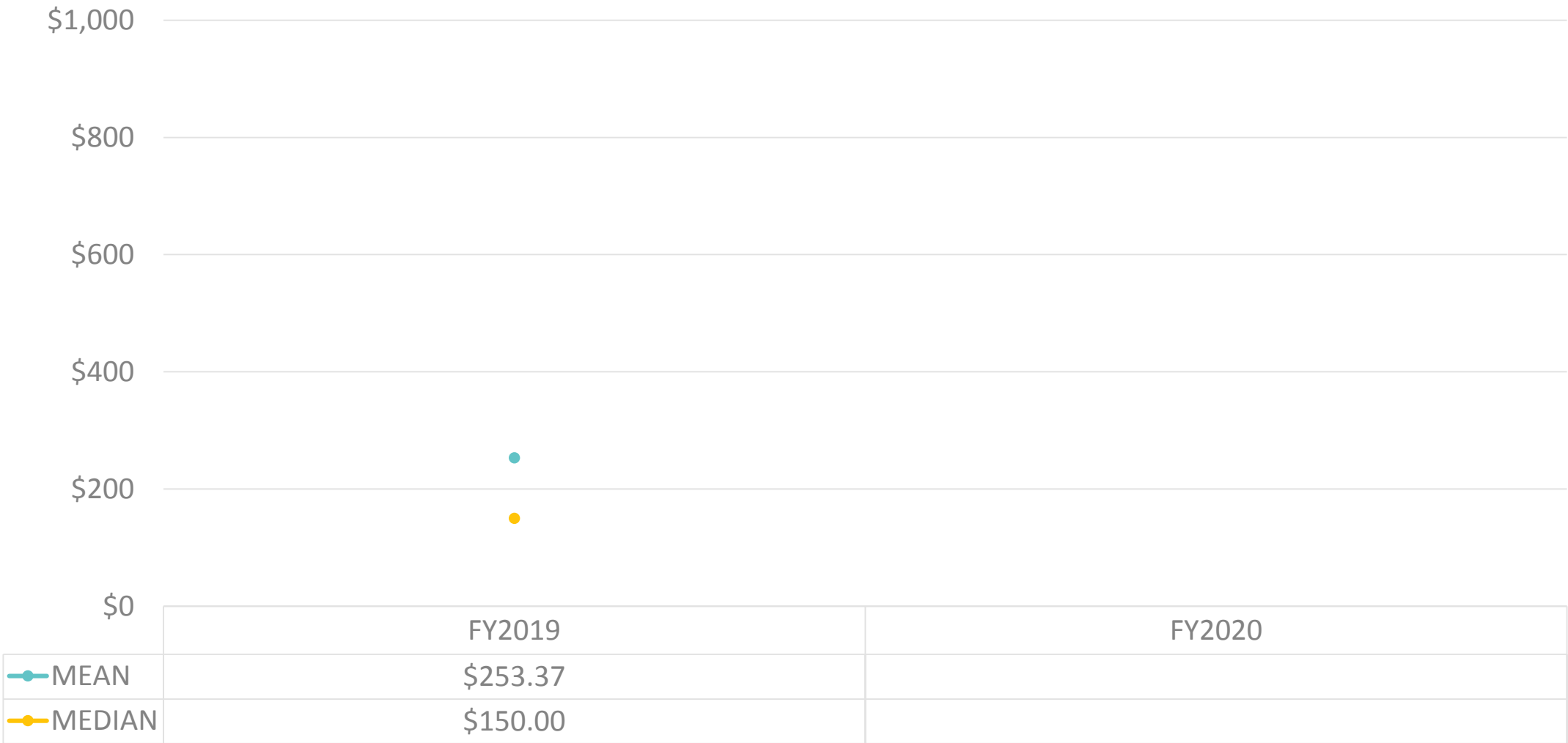
ONISLE – PER PERSON TRACKING



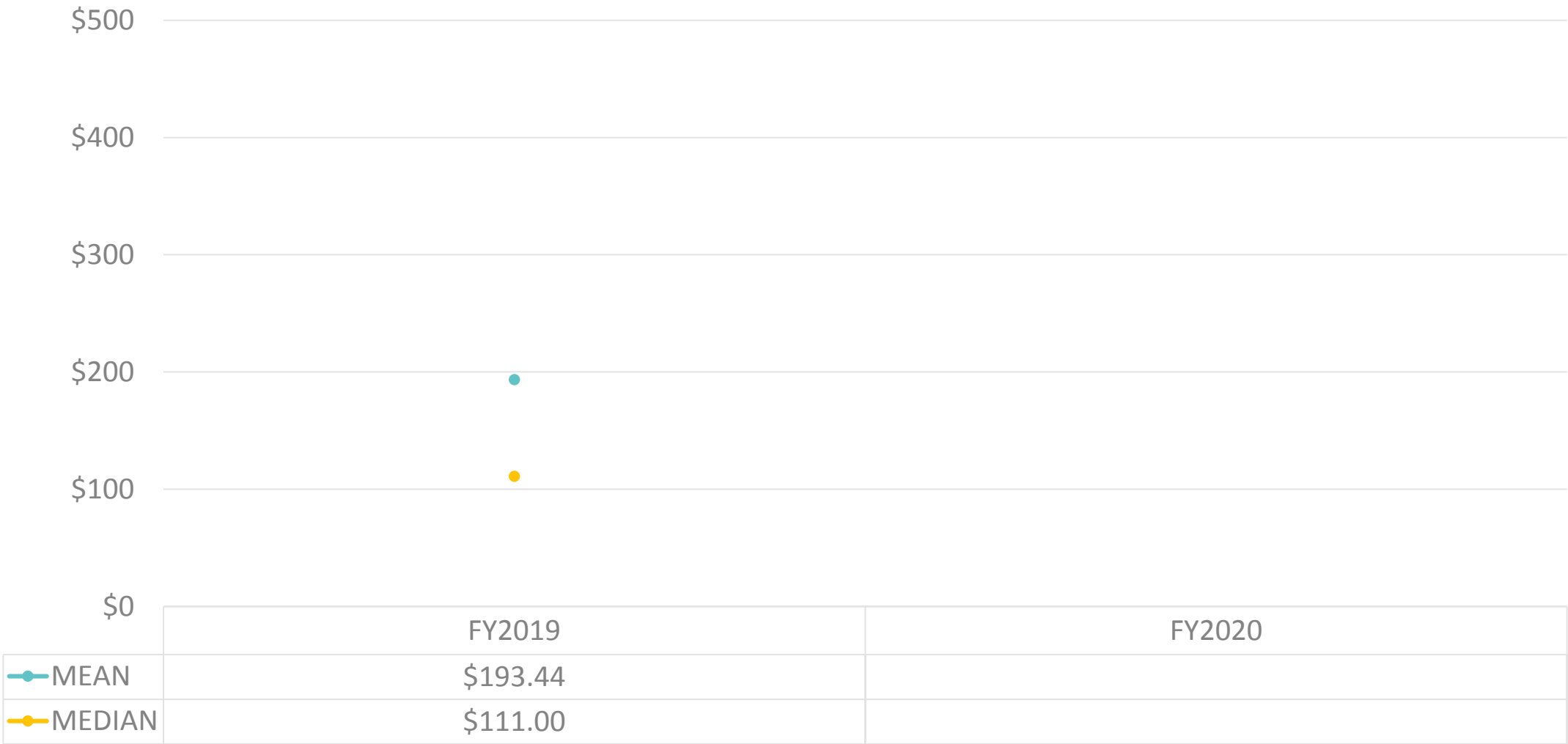
ONISLE – PER DAY SPENDING



ONISLE – TRAVEL PARTY/ PER DAY TRACKING



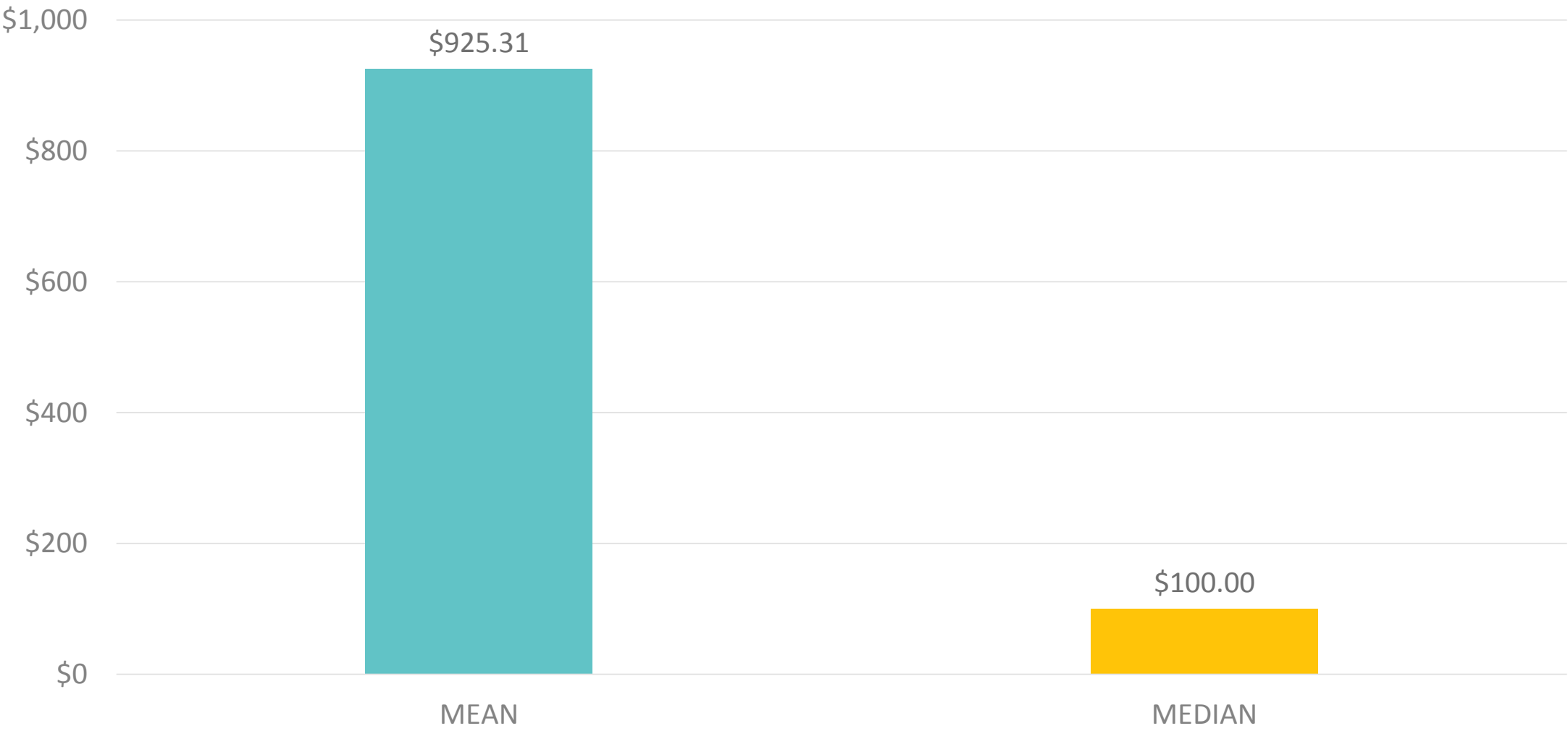
ONISLE – PER PERSON/ PER DAY TRACKING



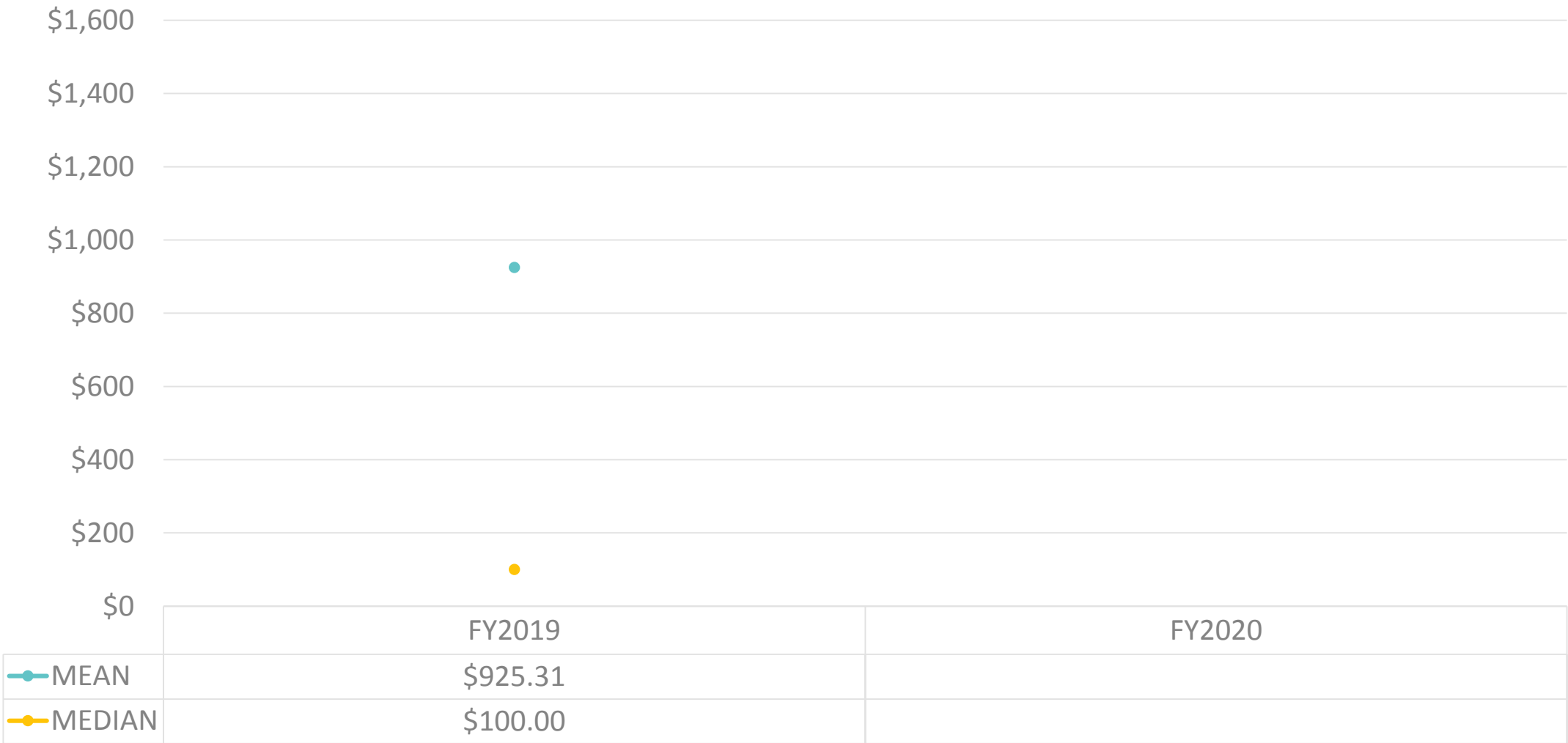
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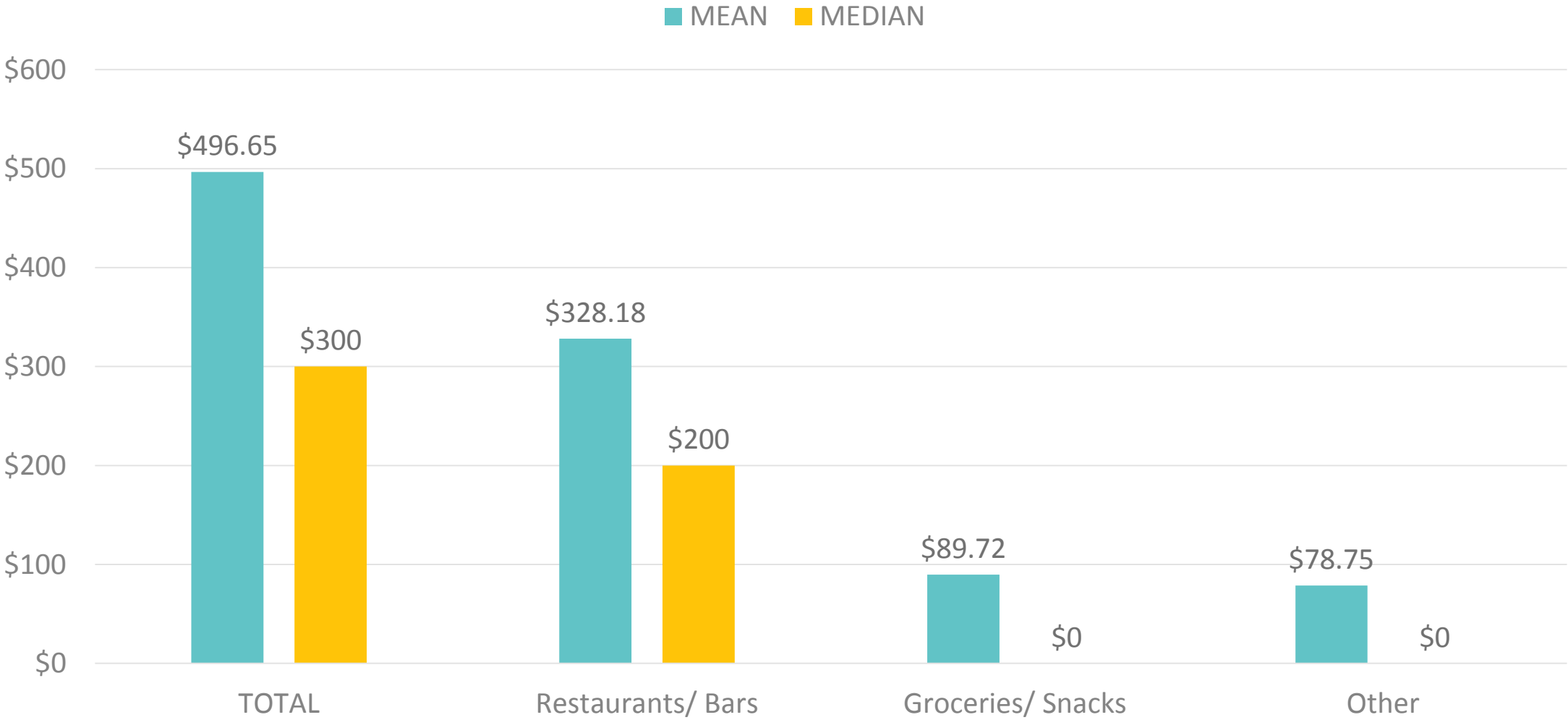
ONISLE – ACCOMMODATIONS



ONISLE – ACCOMMODATIONS TRACKING



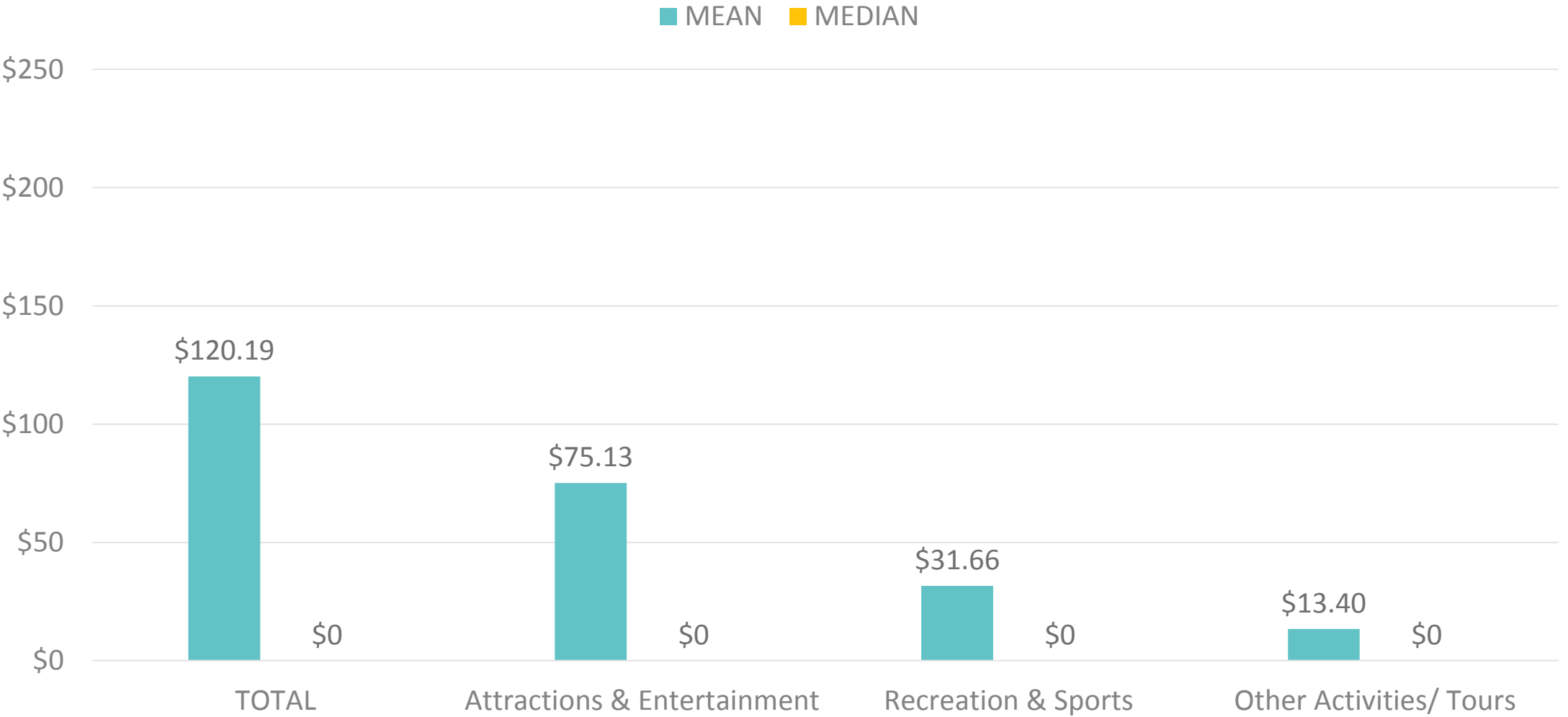
ONISLE – FOOD & BEVERAGE



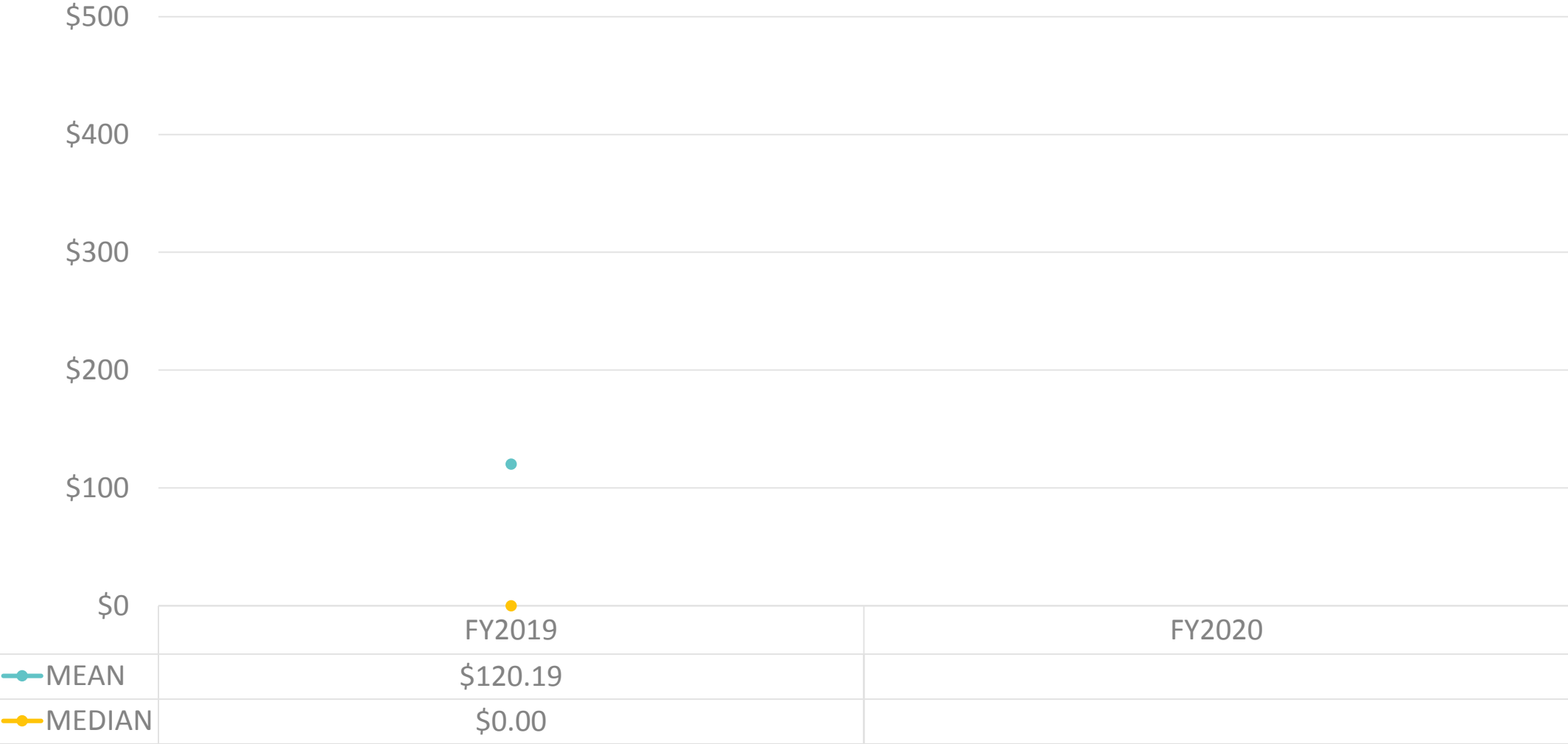
ONISLE – TOTAL FOOD & BEVERAGE TRACKING



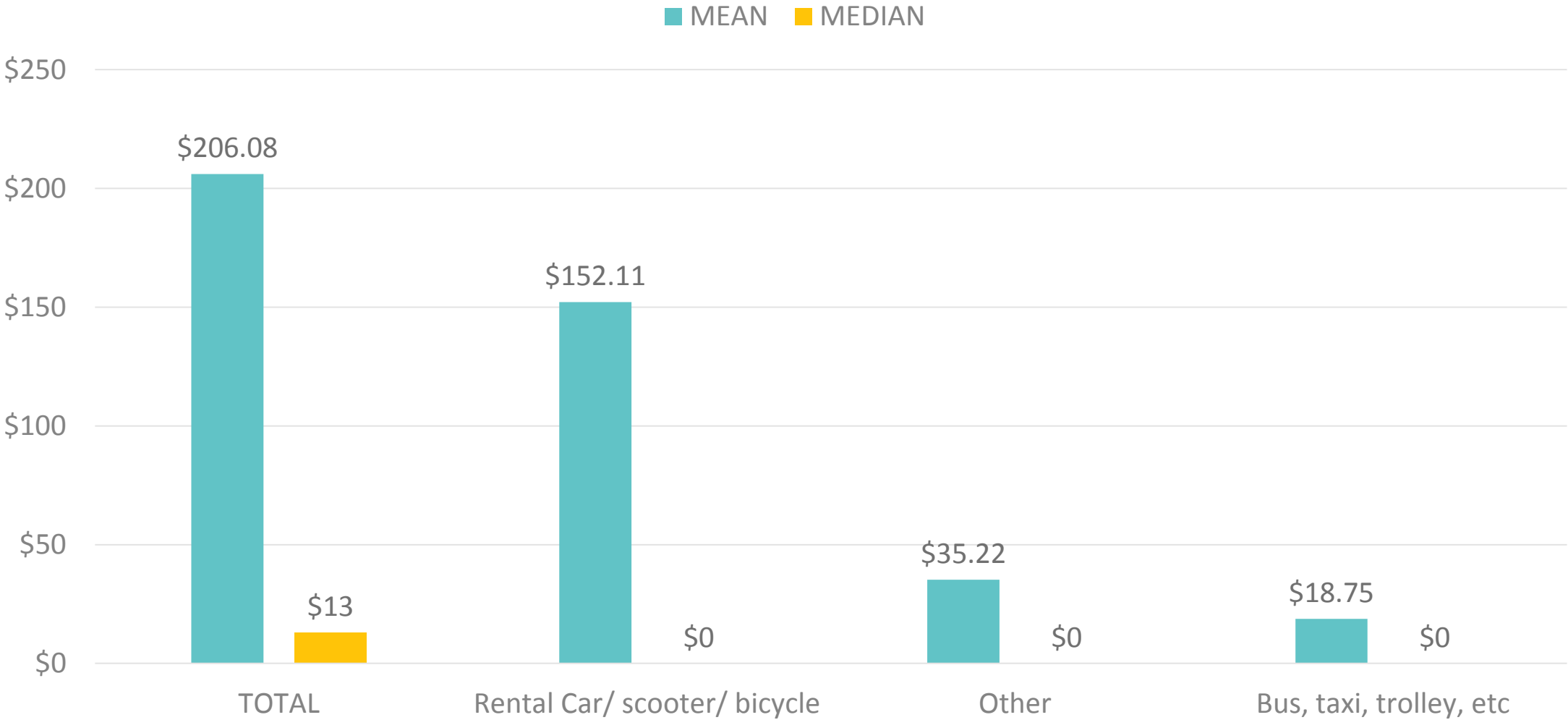
ONISLE – ENTERTAINMENT & RECREATION



ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING



ONISLE – TRANSPORTATION



ONISLE – TOTAL TRANSPORTATION TRACKING



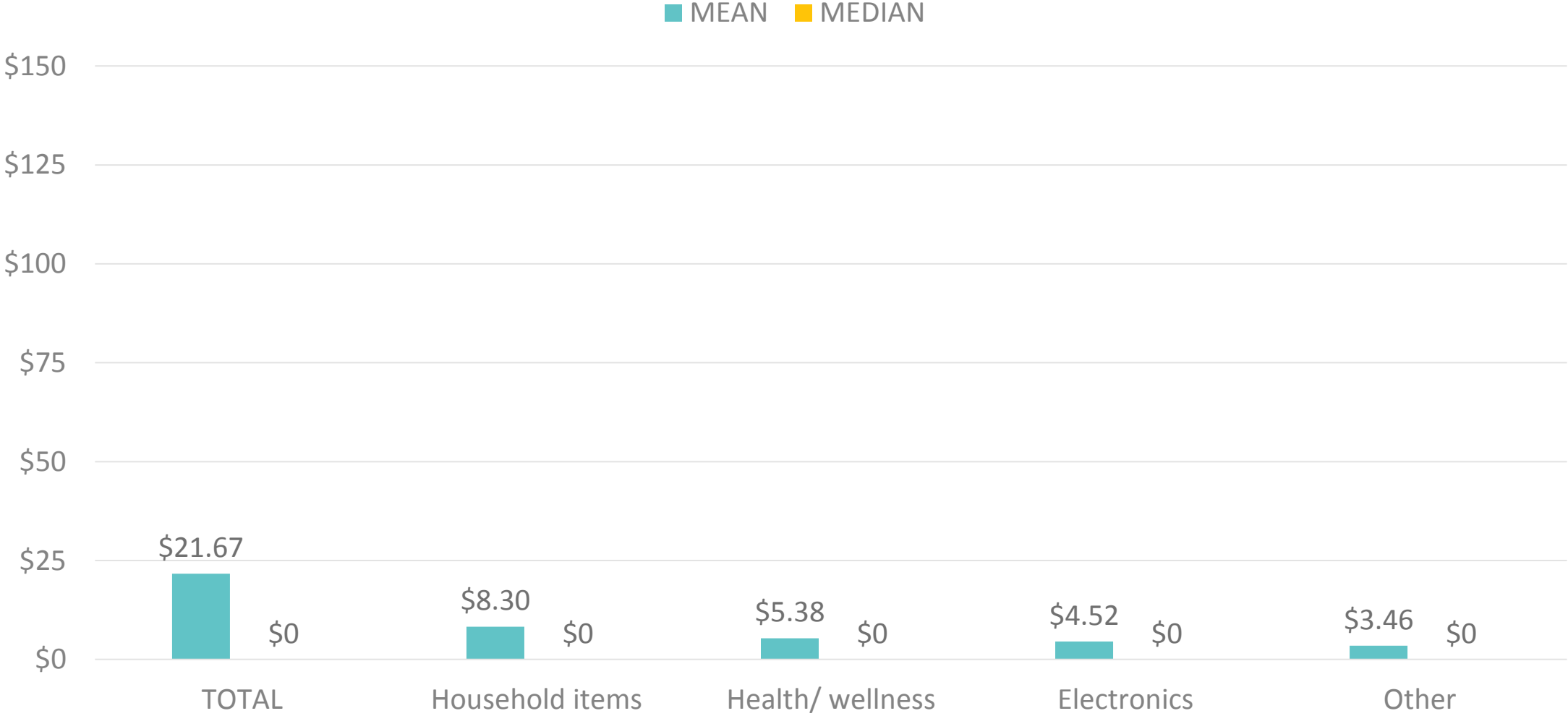
ONISLE – SHOPPING



ONISLE – TOTAL SHOPPING TRACKING



ONISLE – MISCELLANEOUS



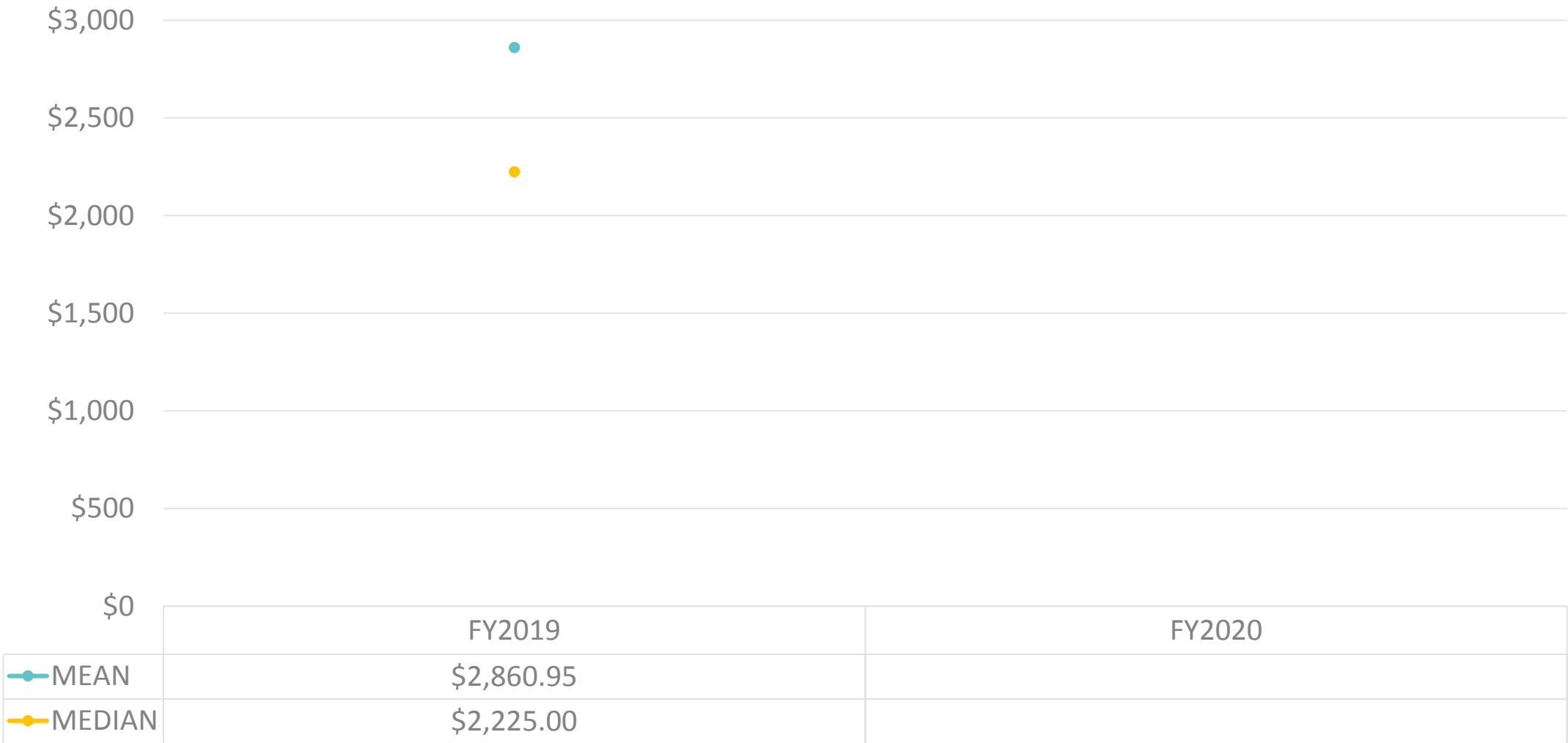
ONISLE – MISCELLANEOUS TRACKING



TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- \$2,860.95 = Mean average per person
- \$2,225.00 = Median amount spent per person

TOTAL EXPENDITURES PER PERSON TRACKING



GUAM AIRPORT EXPENDITURE TRACKING



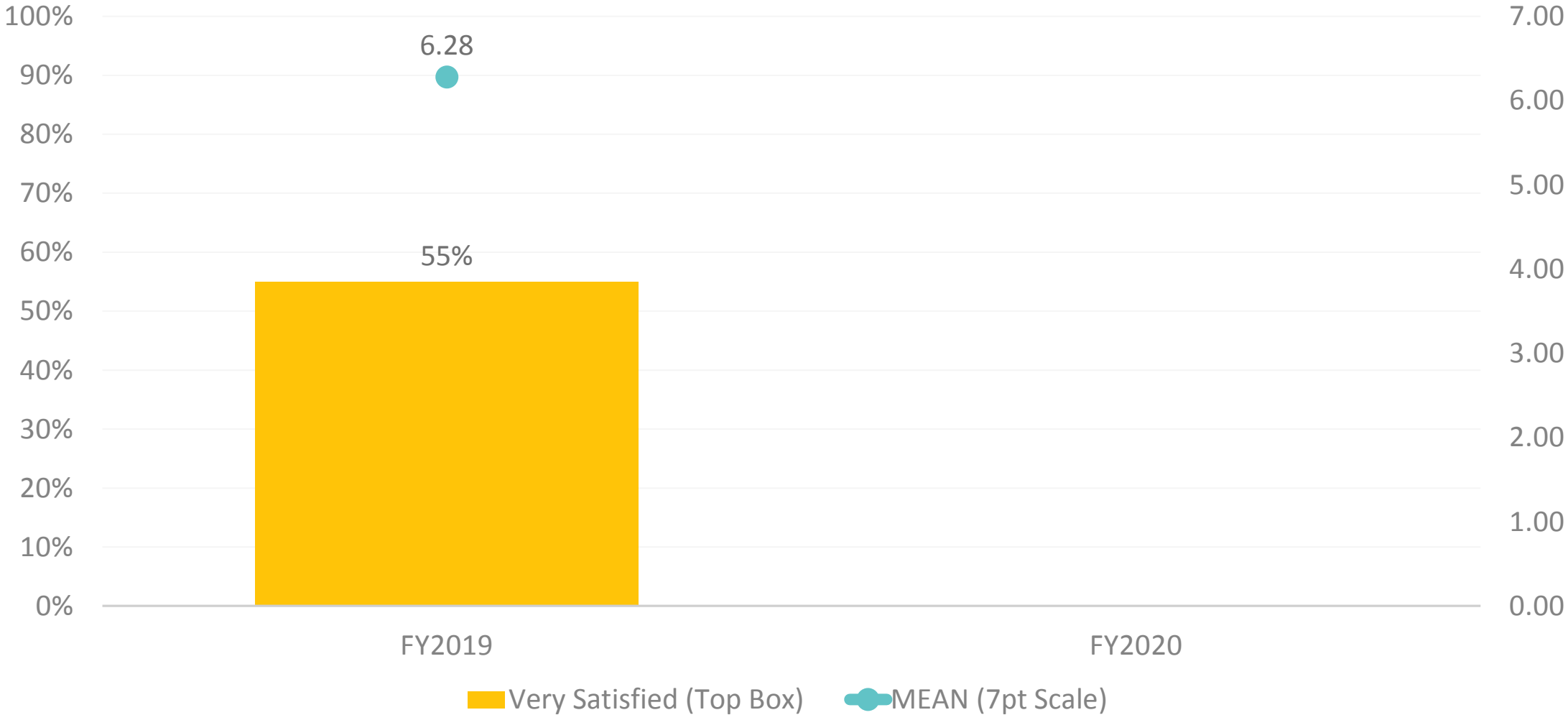


SECTION 4

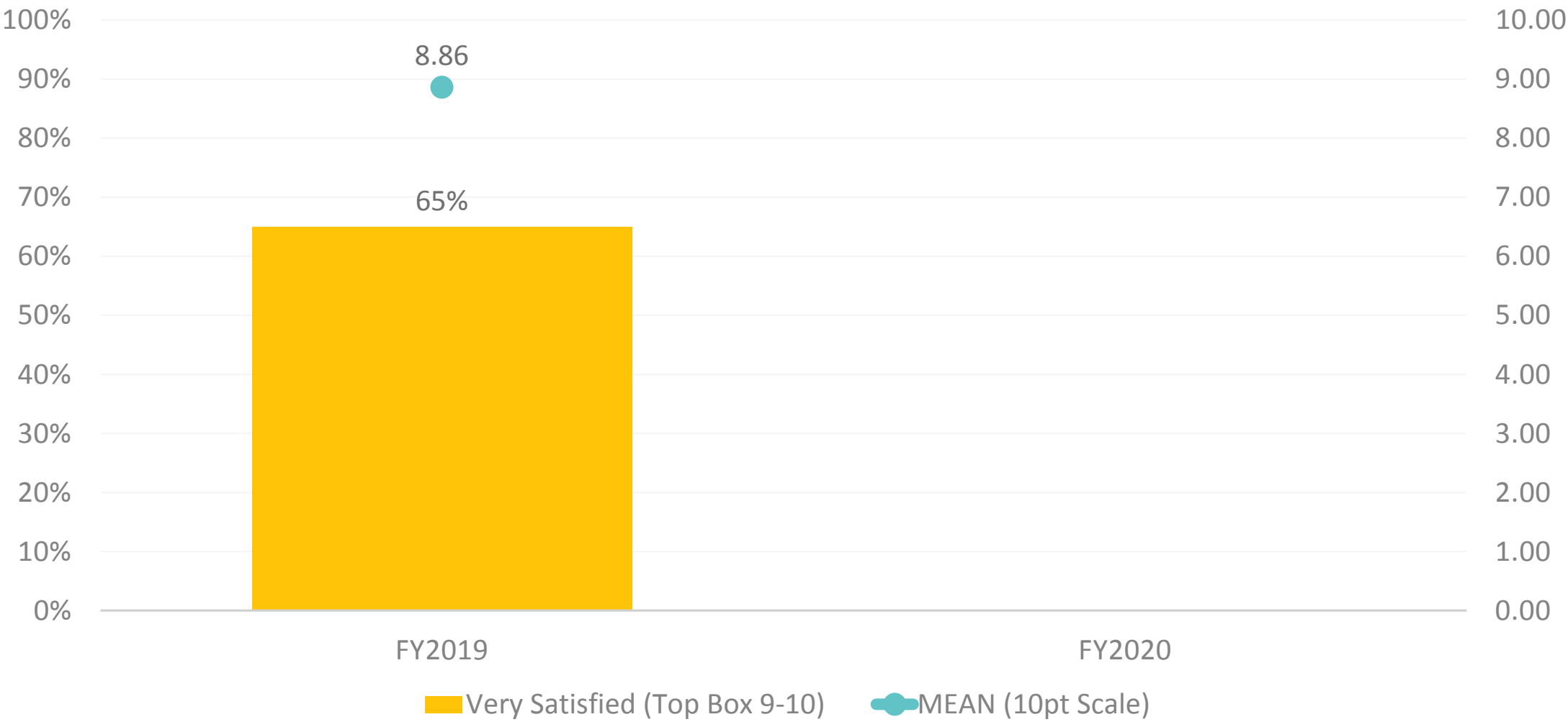
VISITOR SATISFACTION



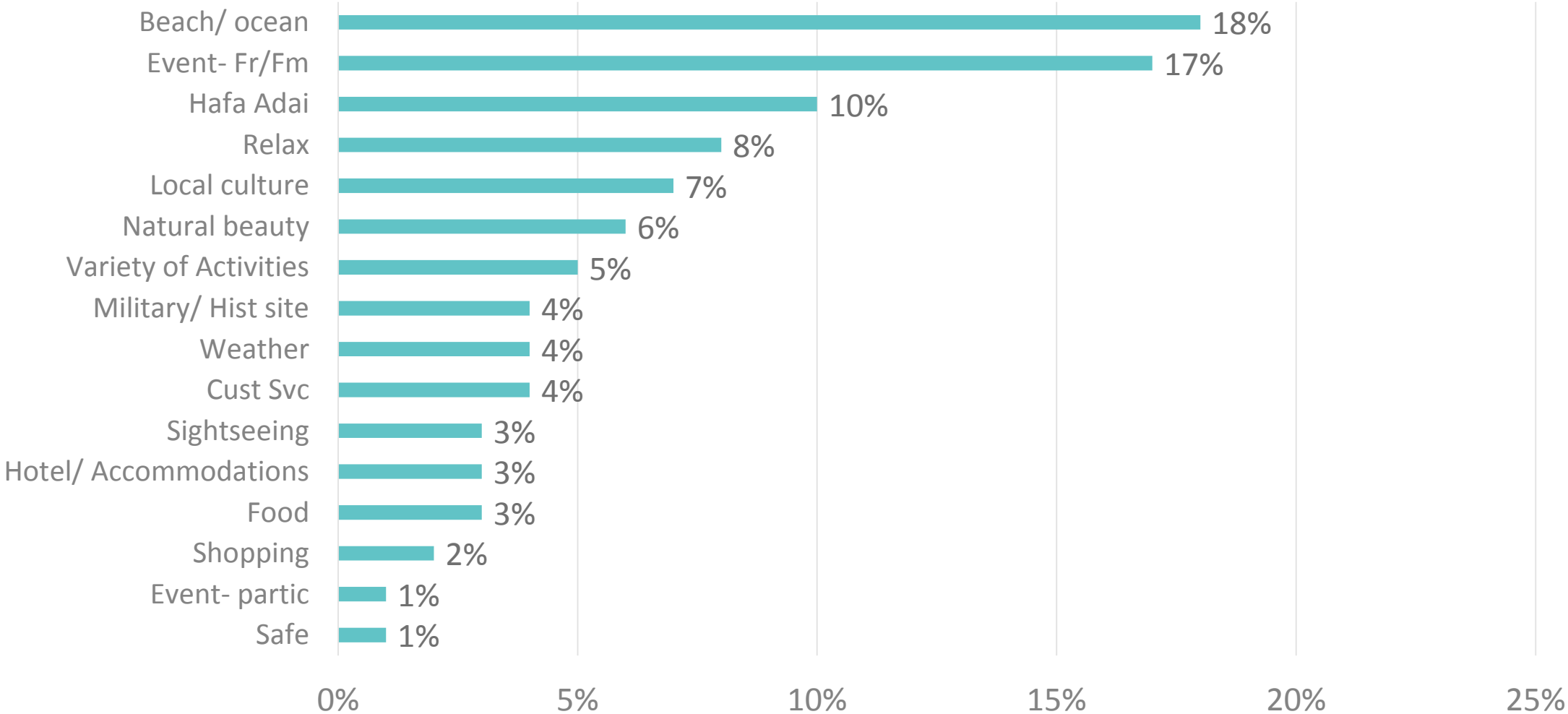
OVERALL SATISFACTION – 7PT SCALE



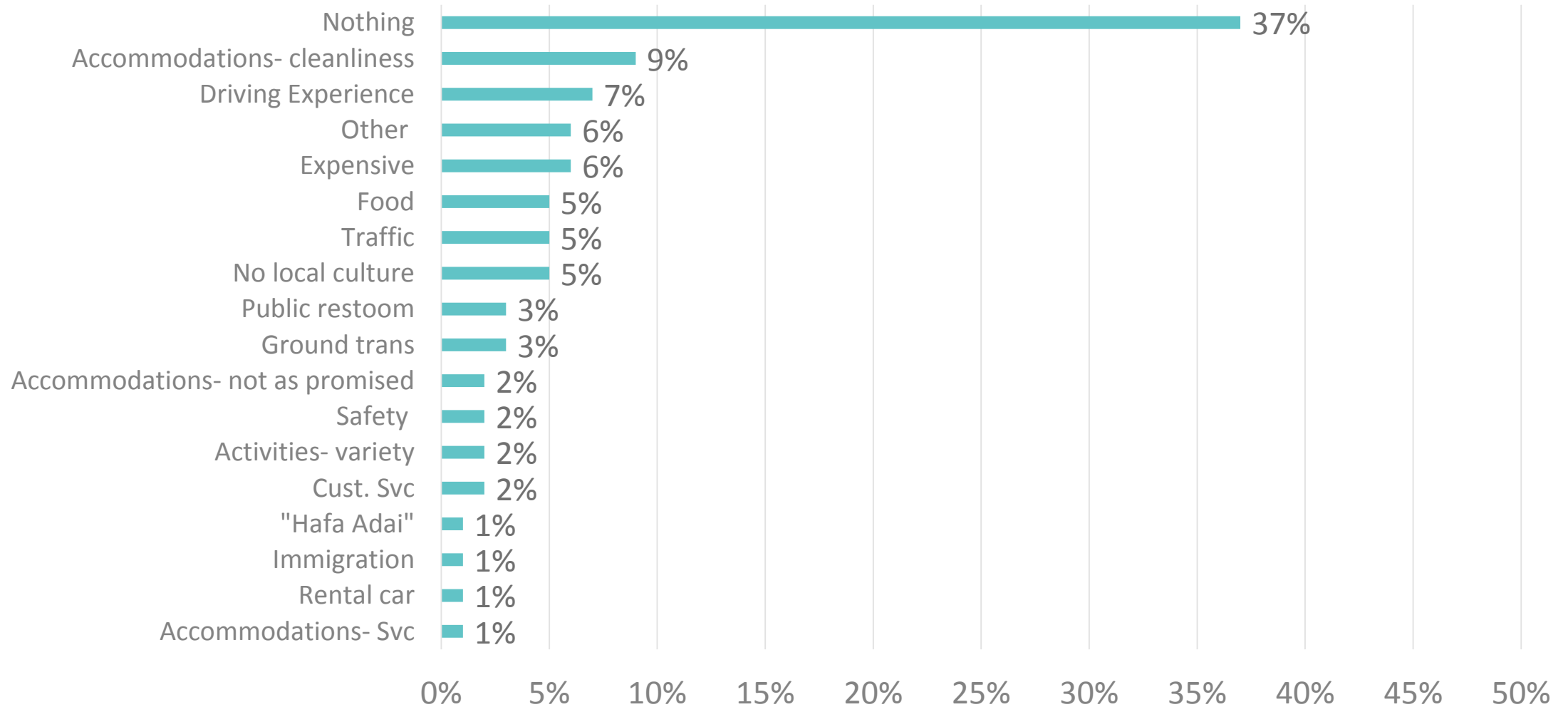
OVERALL SATISFACTION – 10PT SCALE



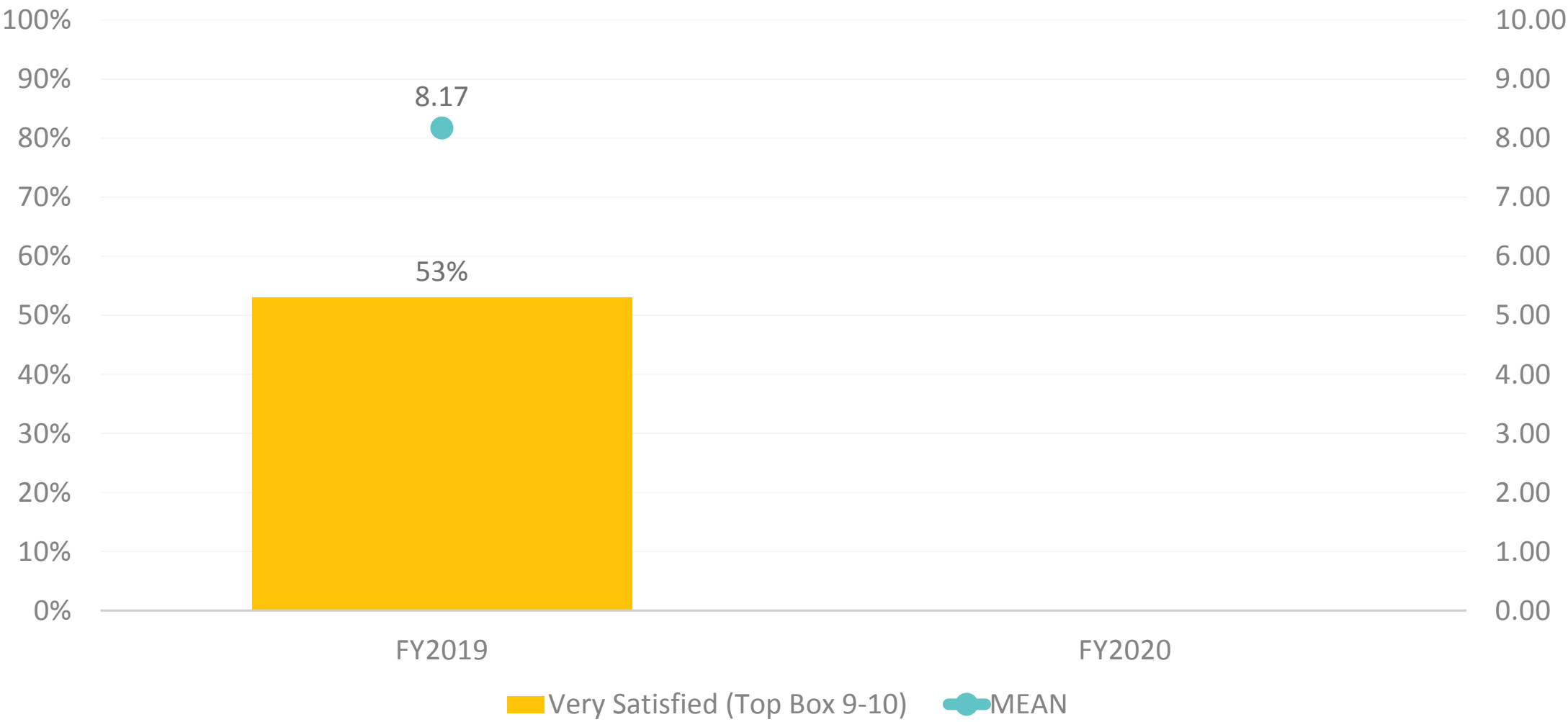
SWOT – POSITIVE ASPECT OF TRIP



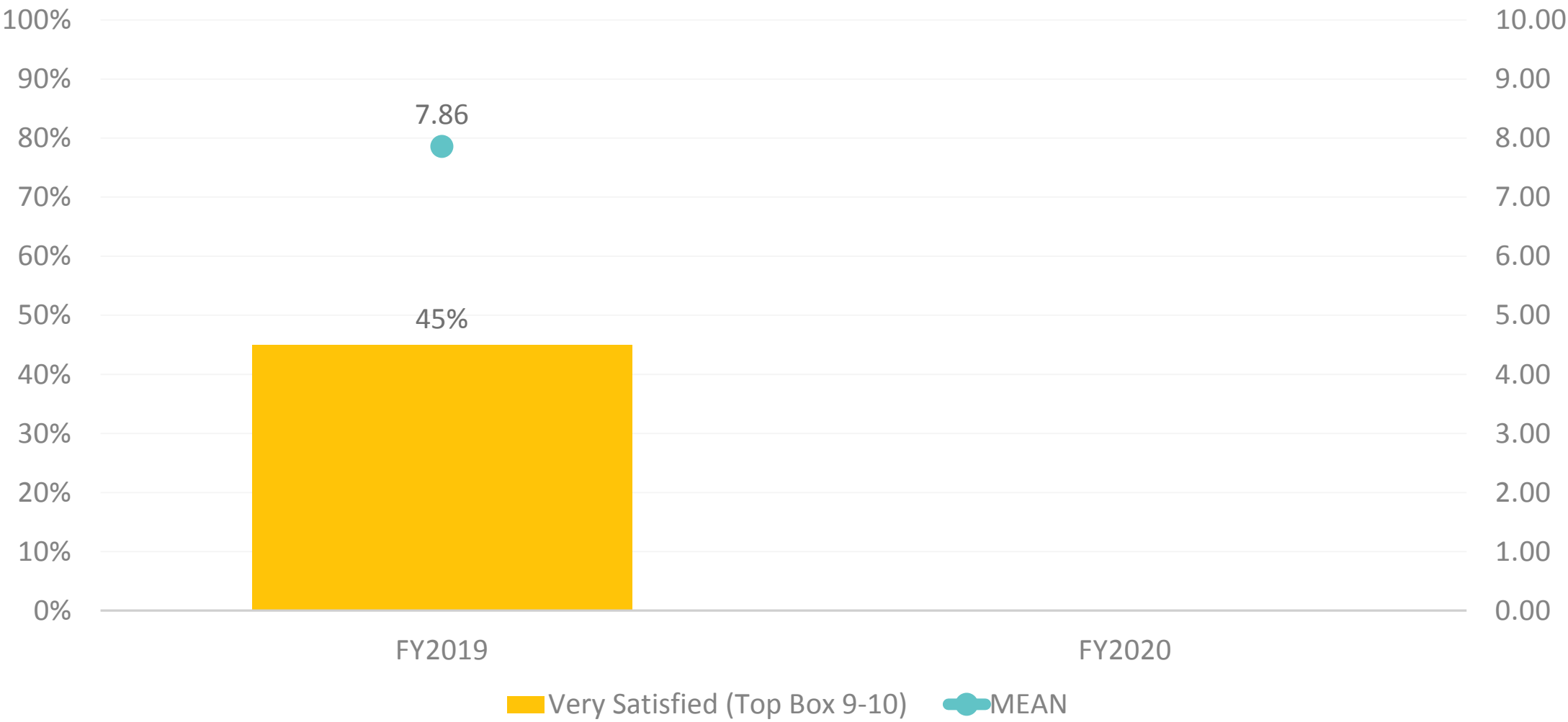
SWOT – NEGATIVE ASPECT OF TRIP



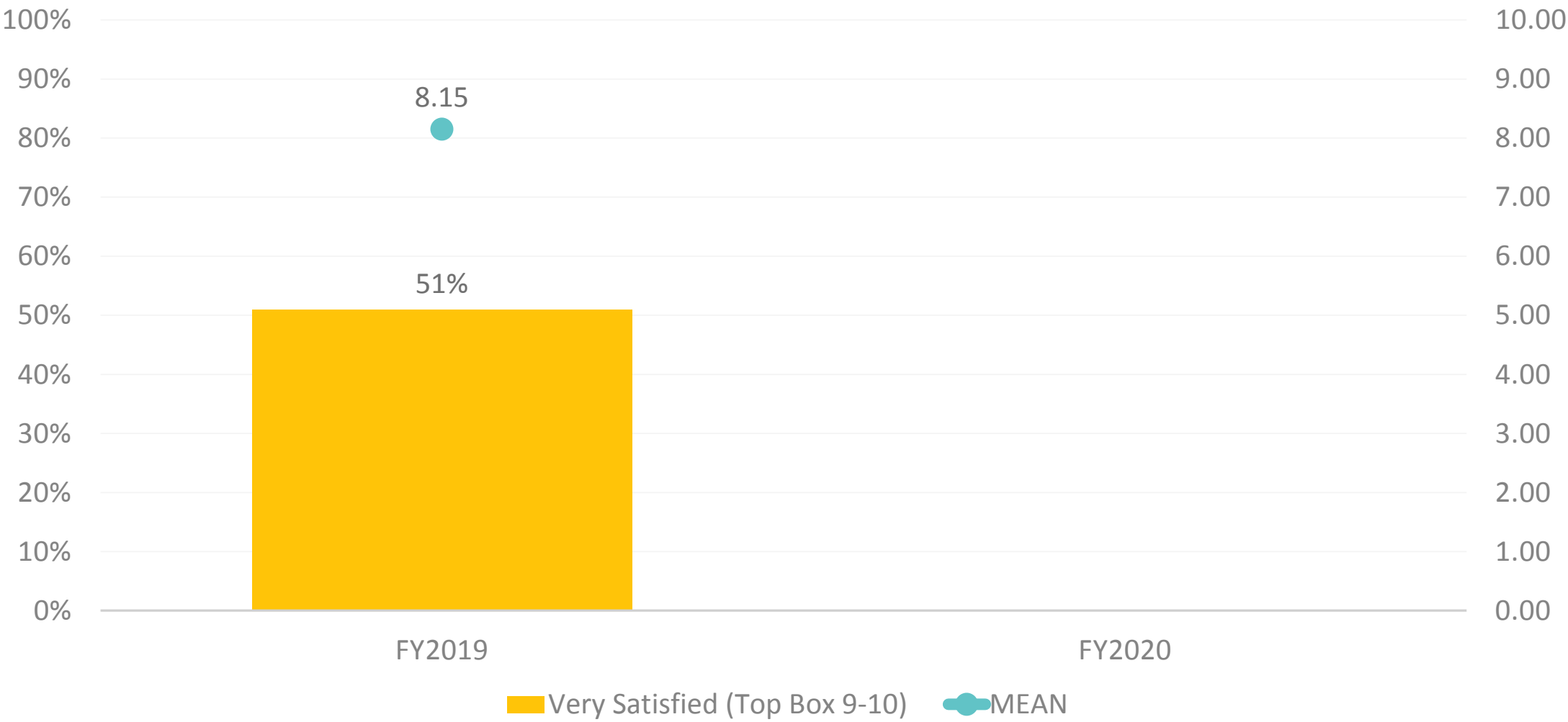
SATISFACTION – ENTERTAINMENT



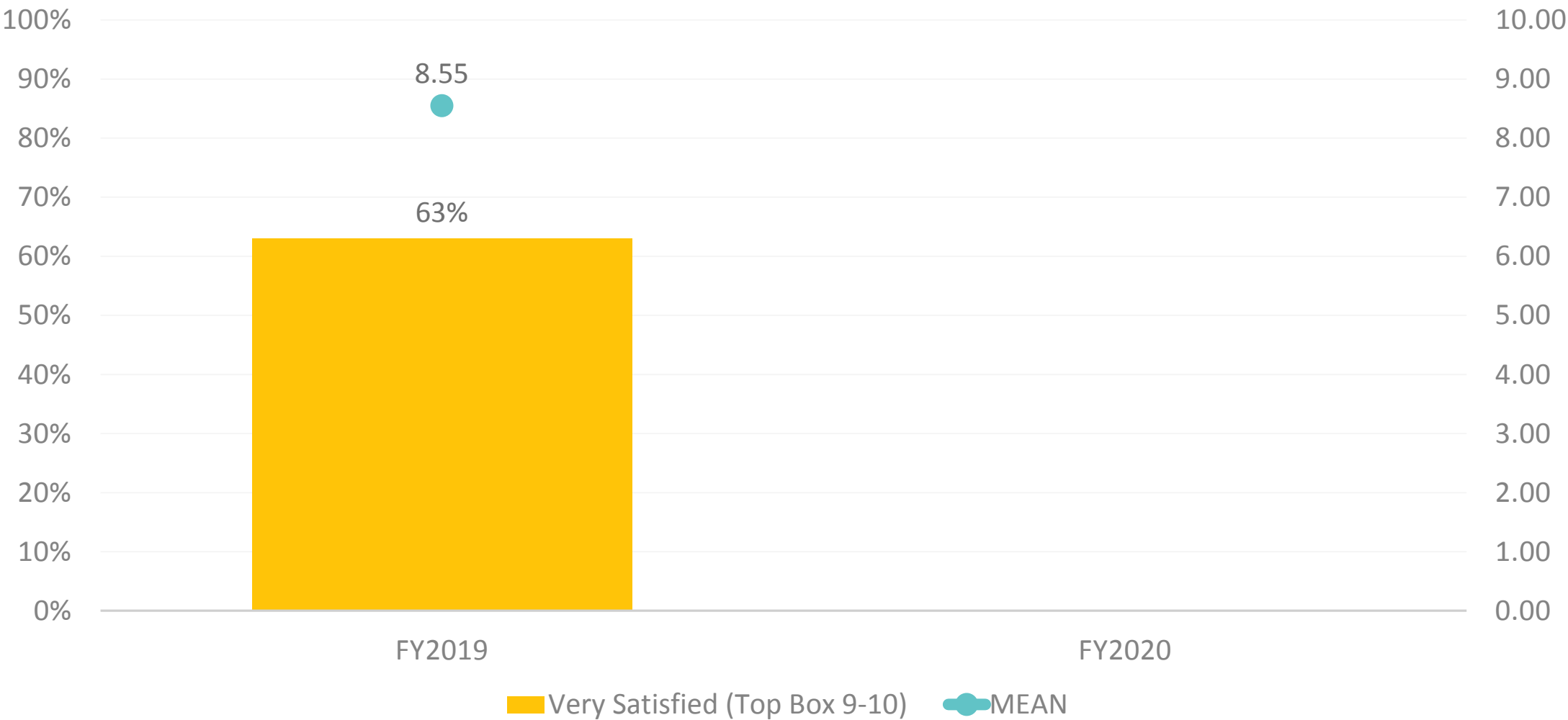
SATISFACTION – SHOPPING



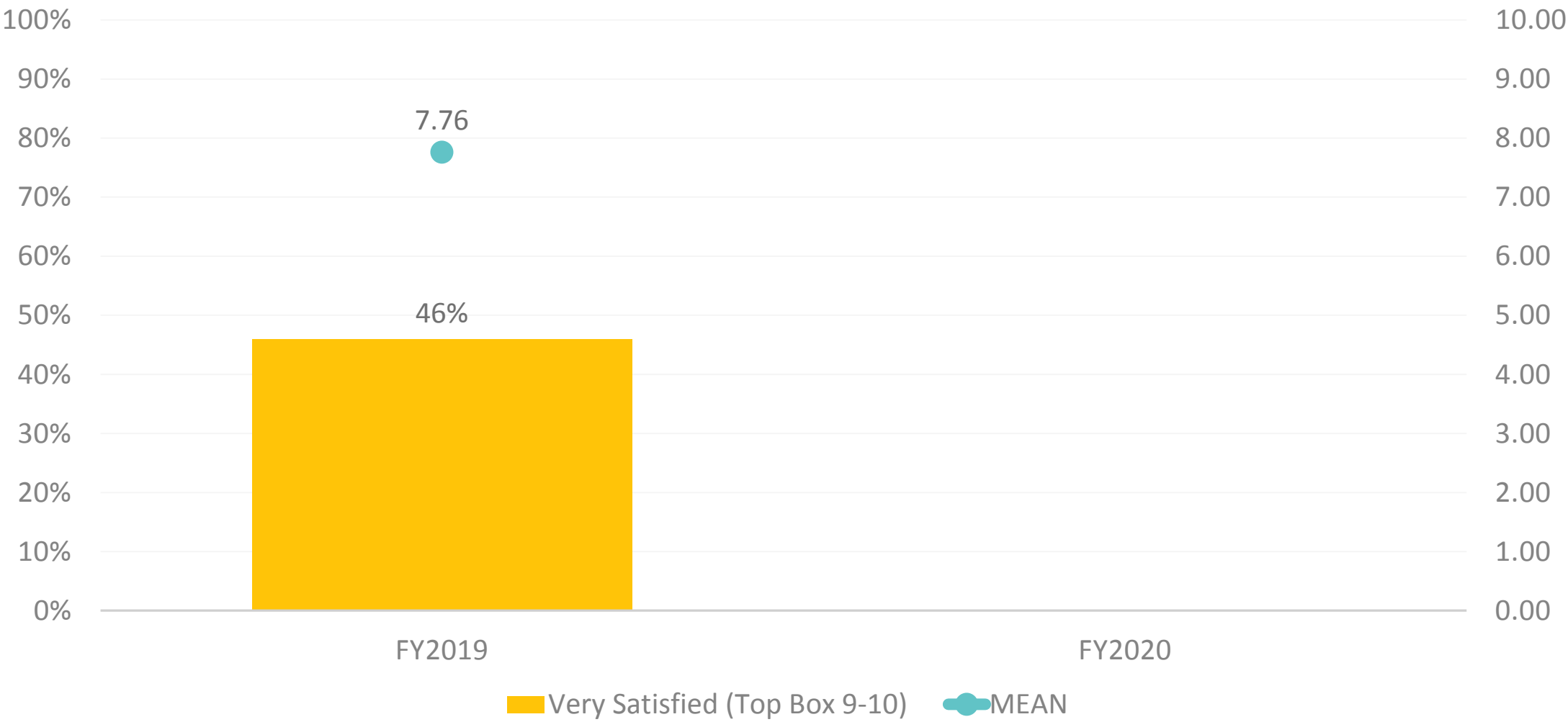
SATISFACTION – DINING



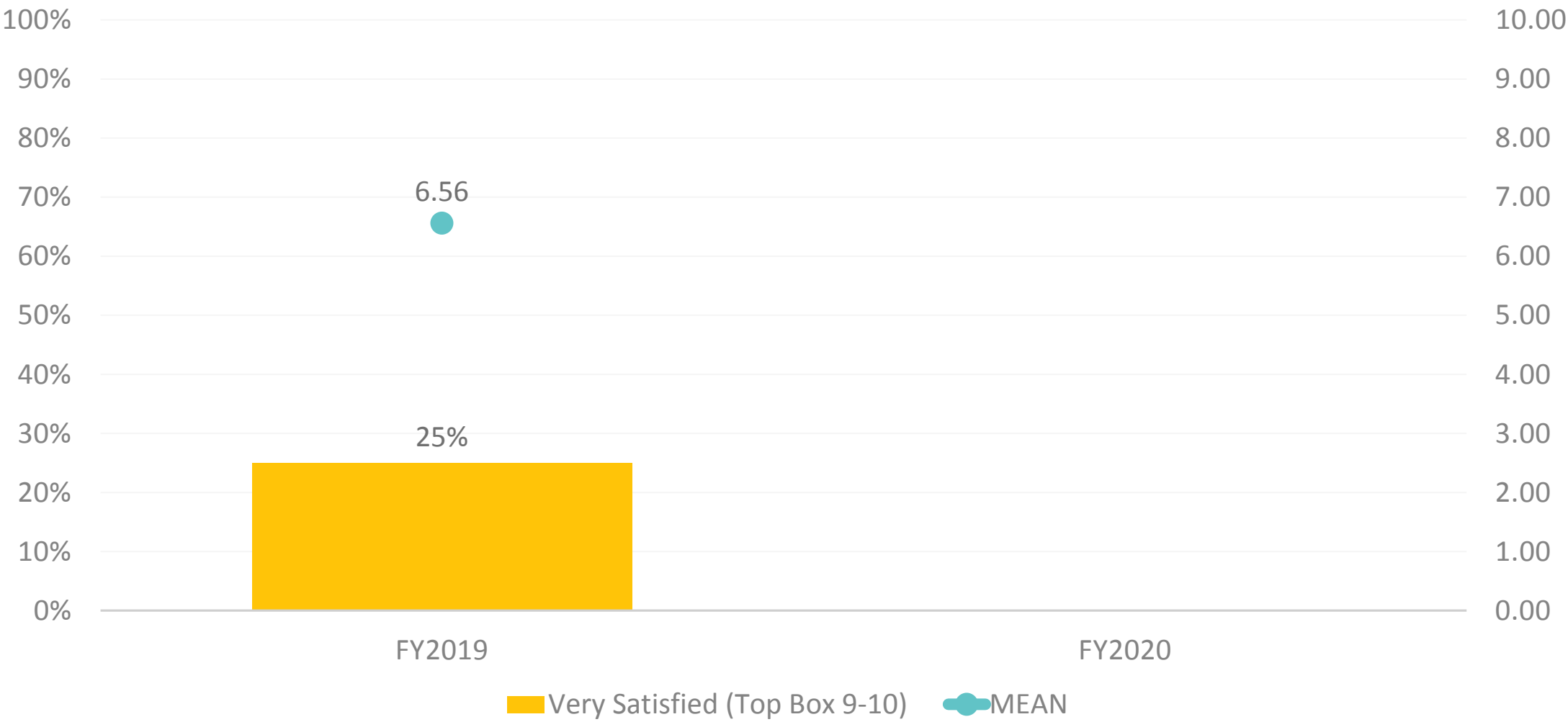
SATISFACTION – BEACHES



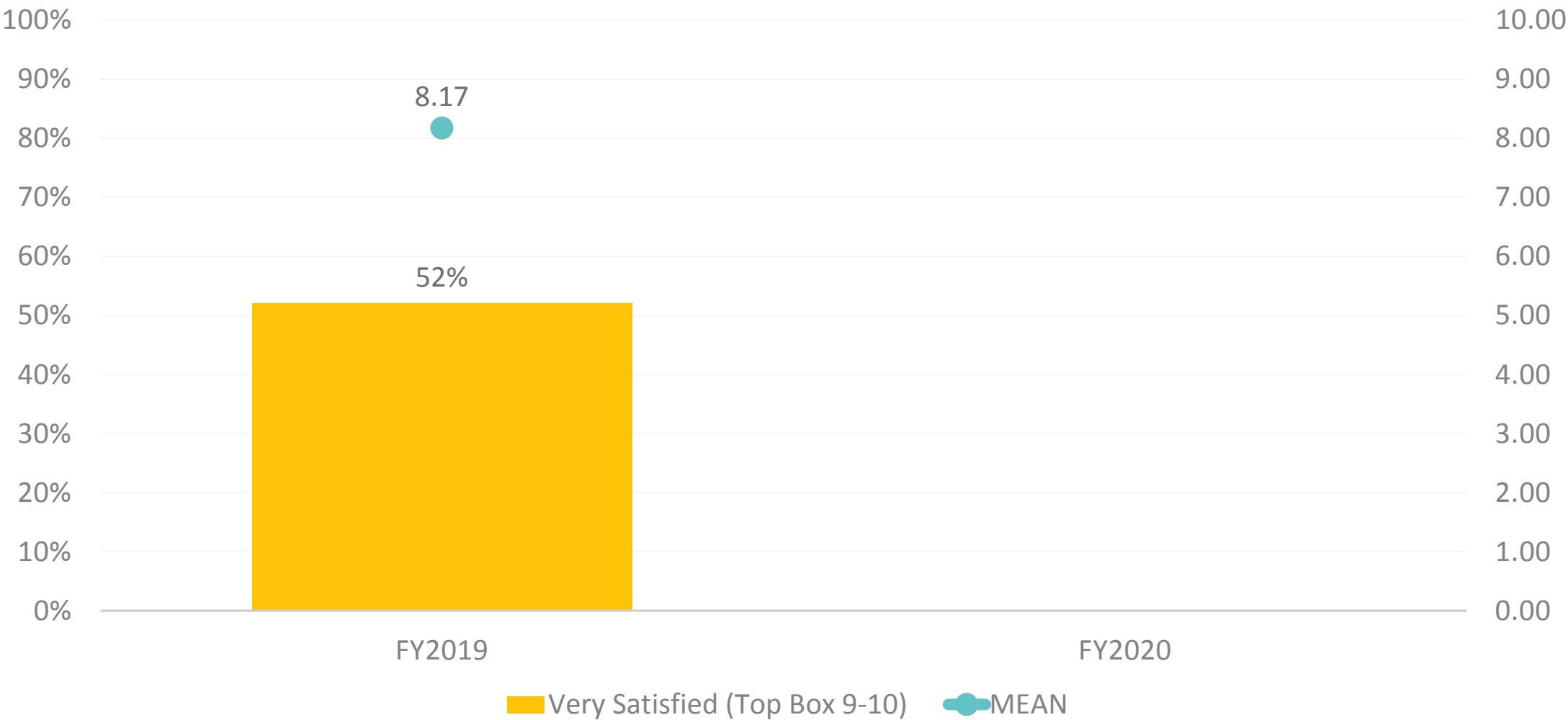
SATISFACTION – PARKS



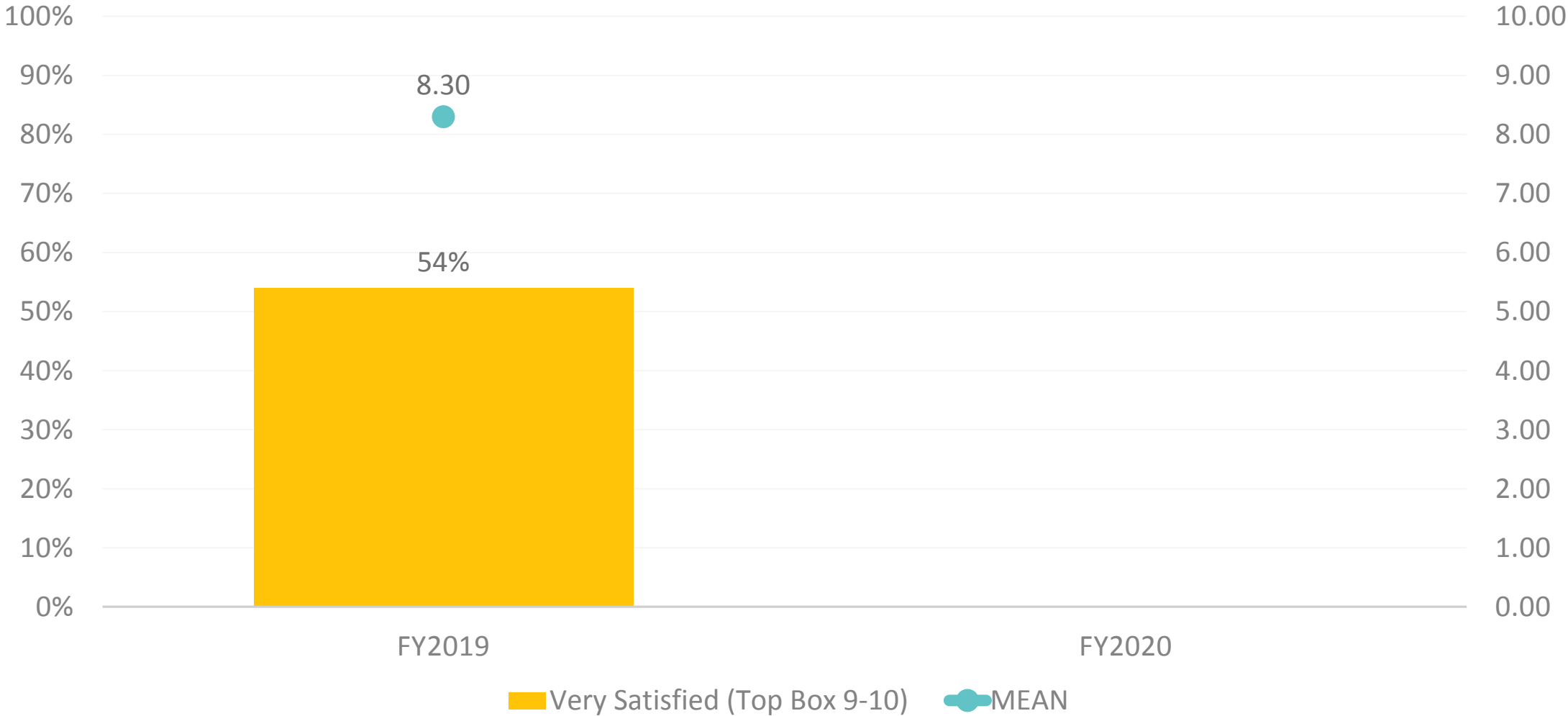
SATISFACTION – ROADS



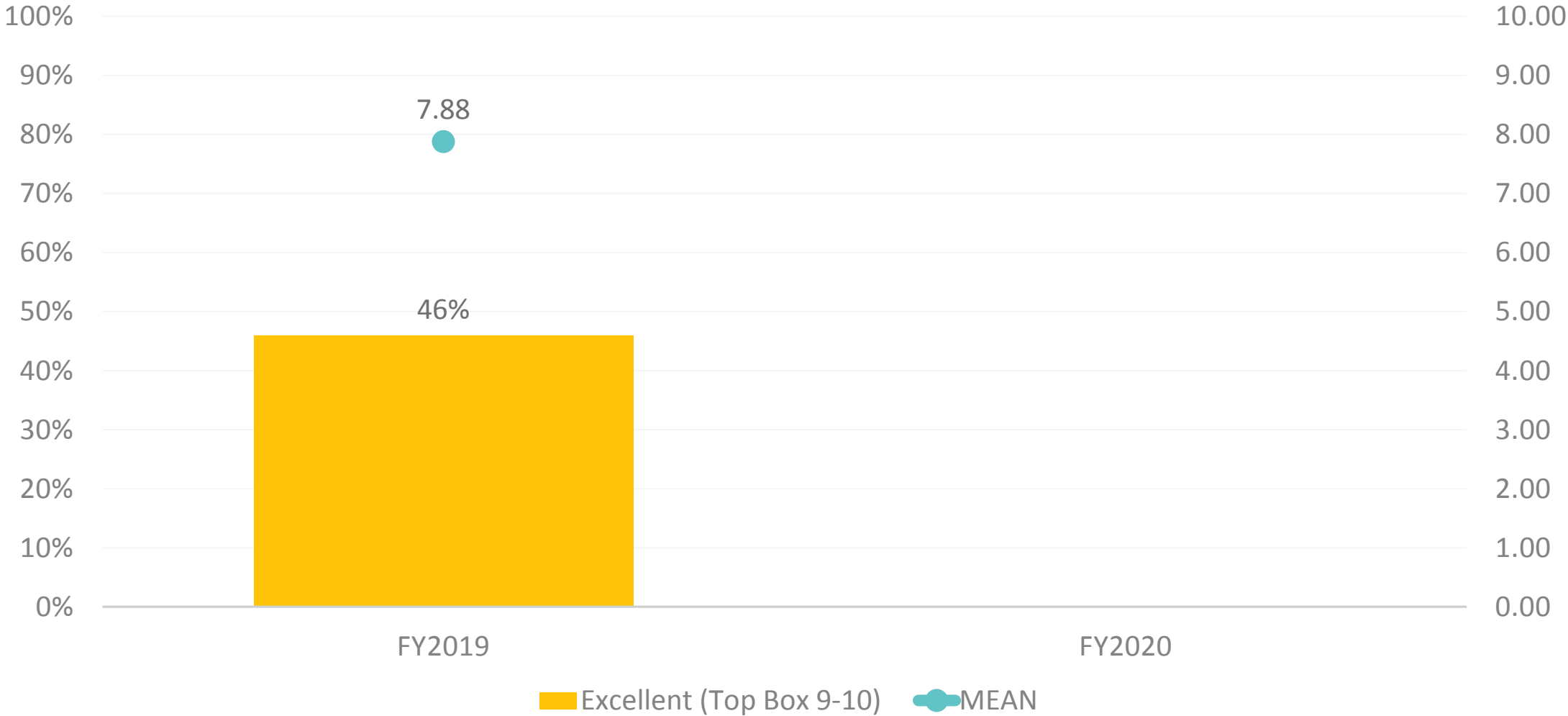
SATISFACTION – SIGHTSEEING AREAS



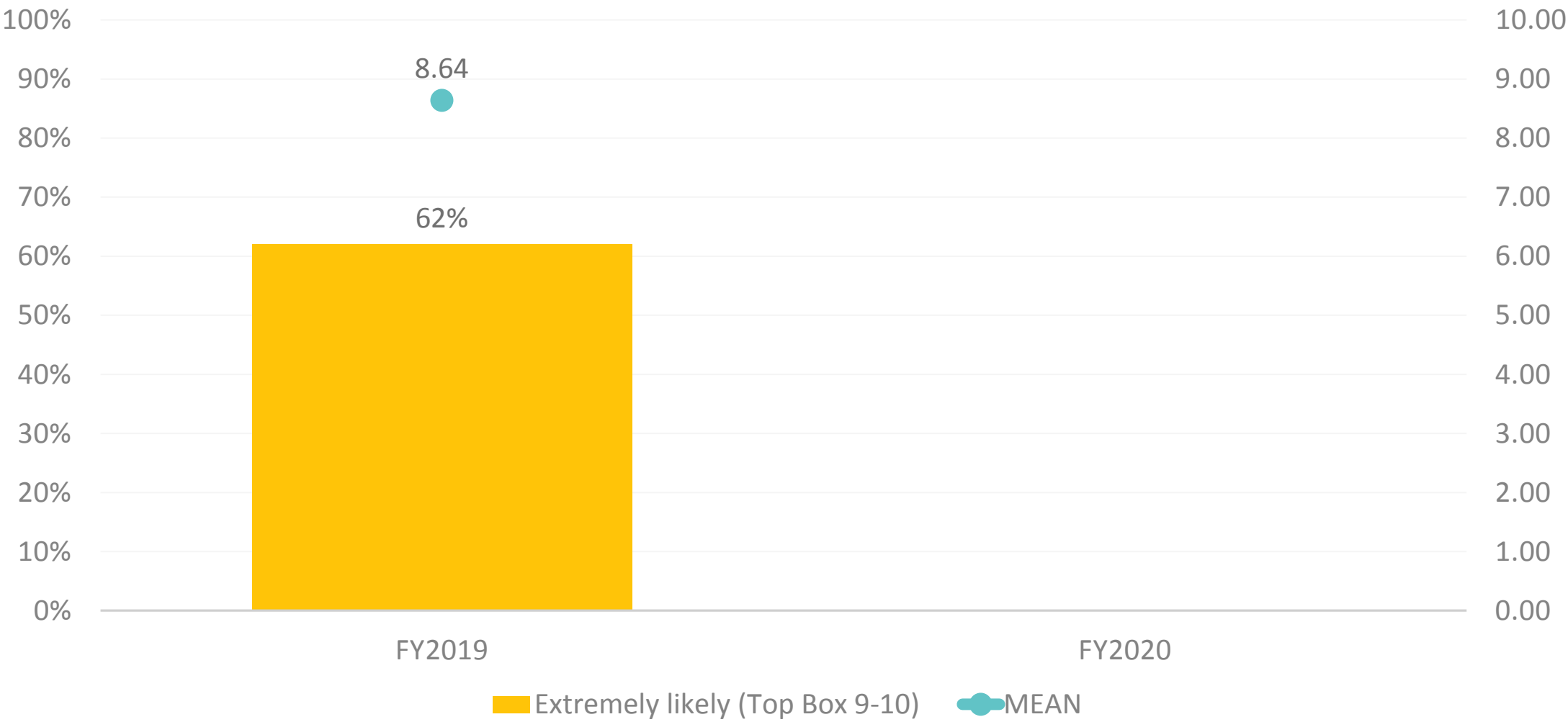
SATISFACTION – SAFETY & SECURITY



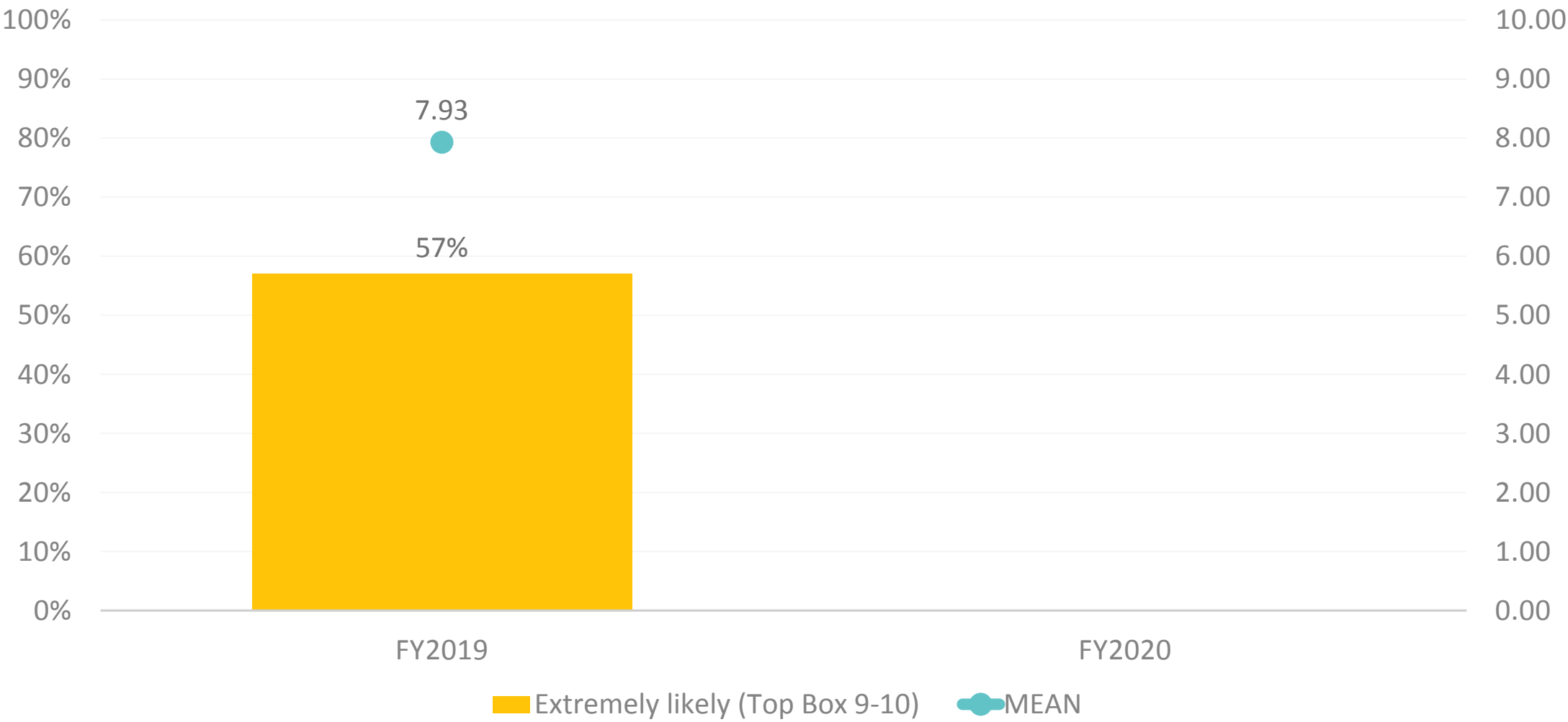
SATISFACTION – ACCOMMODATIONS



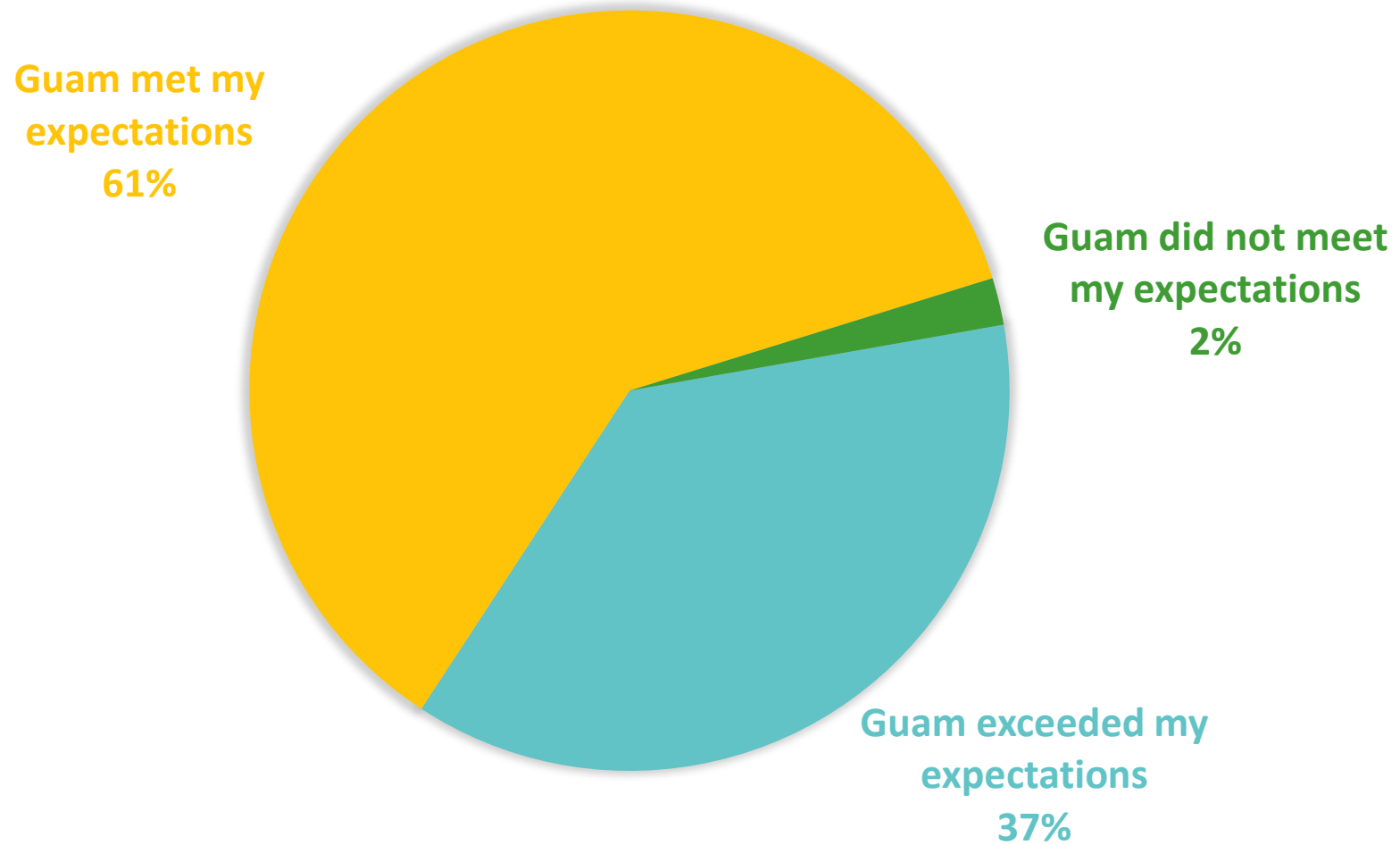
BRAND ADVOCACY



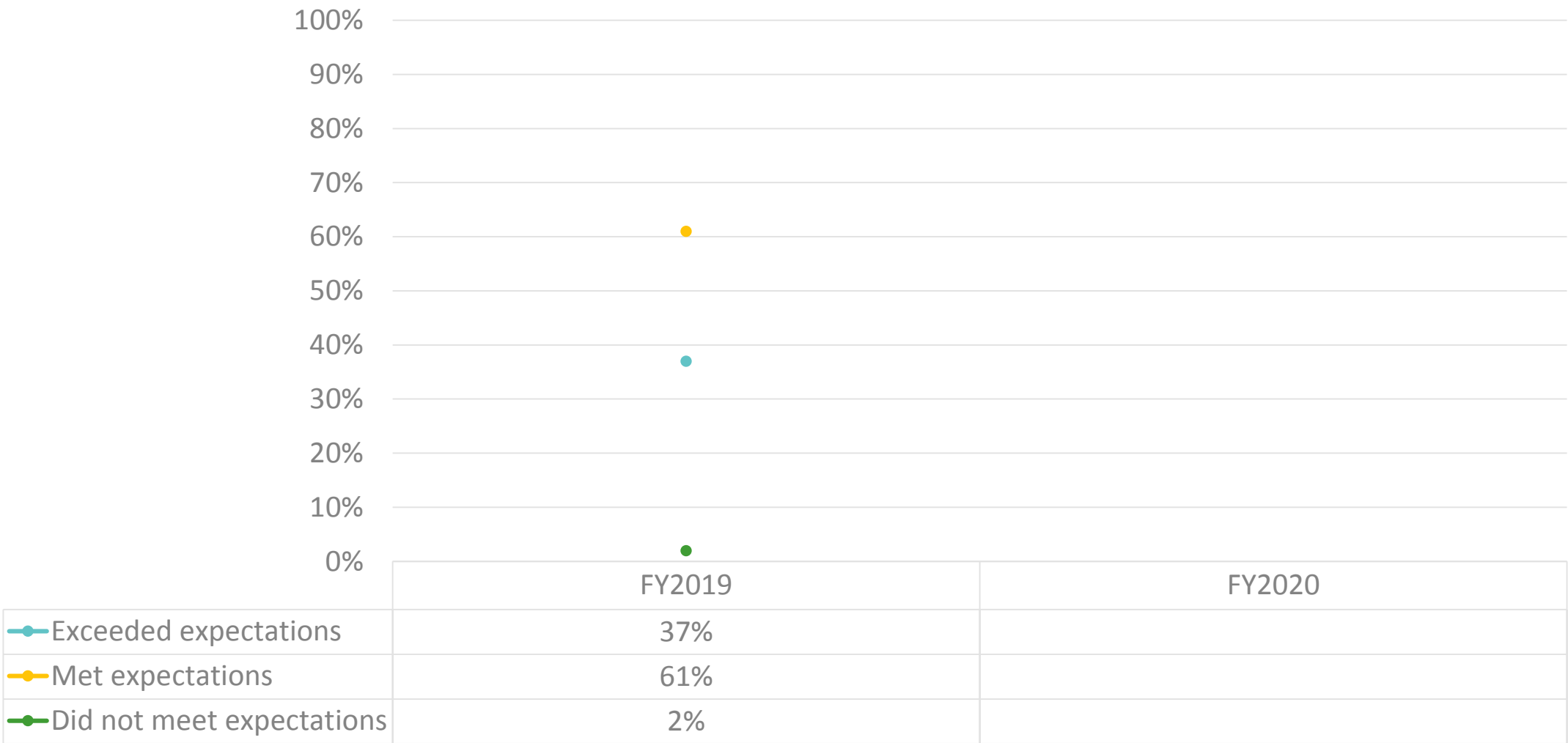
BRAND LOYALTY



TRIP EXPECTATIONS



TRIP EXPECTATIONS – TRACKING

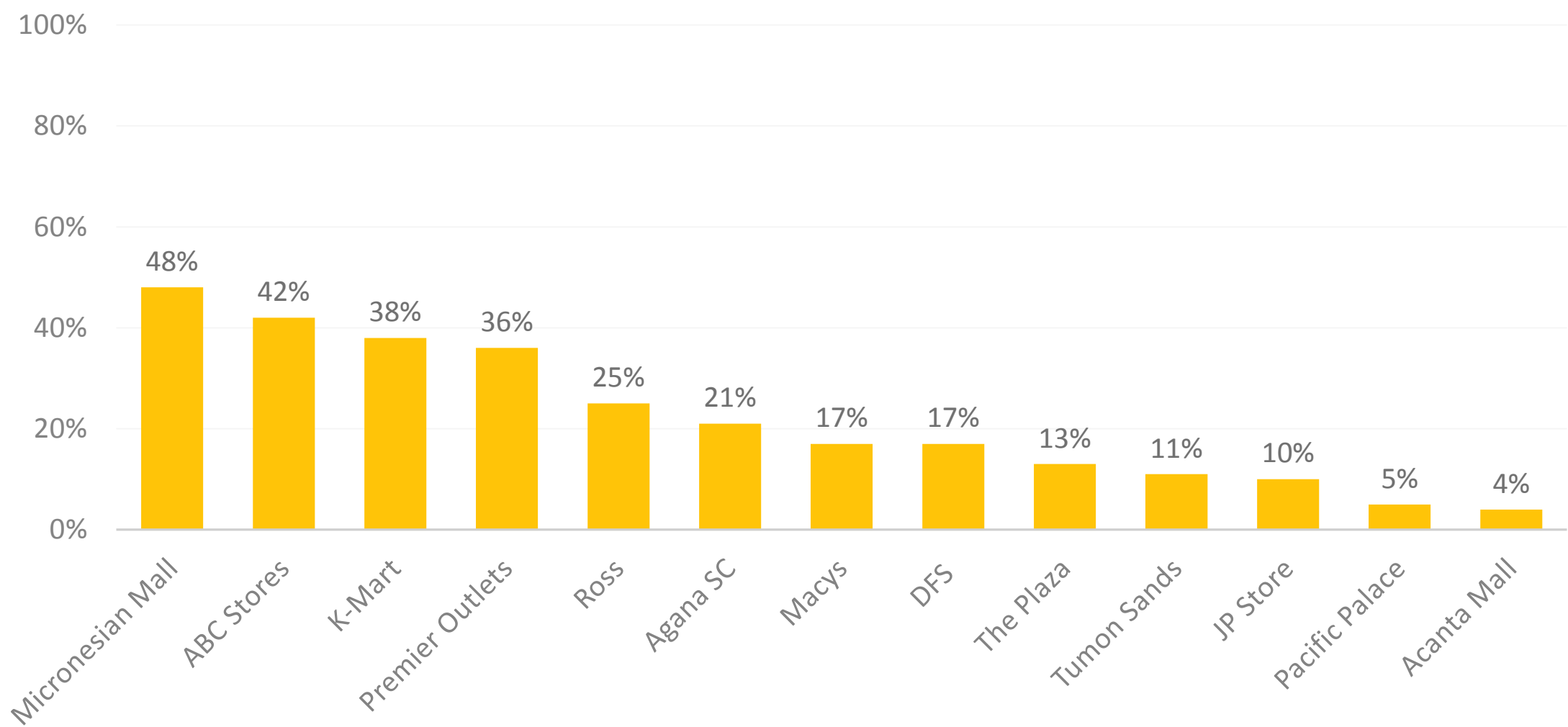




SECTION 5

VISITOR ACTIVITIES

SHOPPING AREAS – PENETRATION

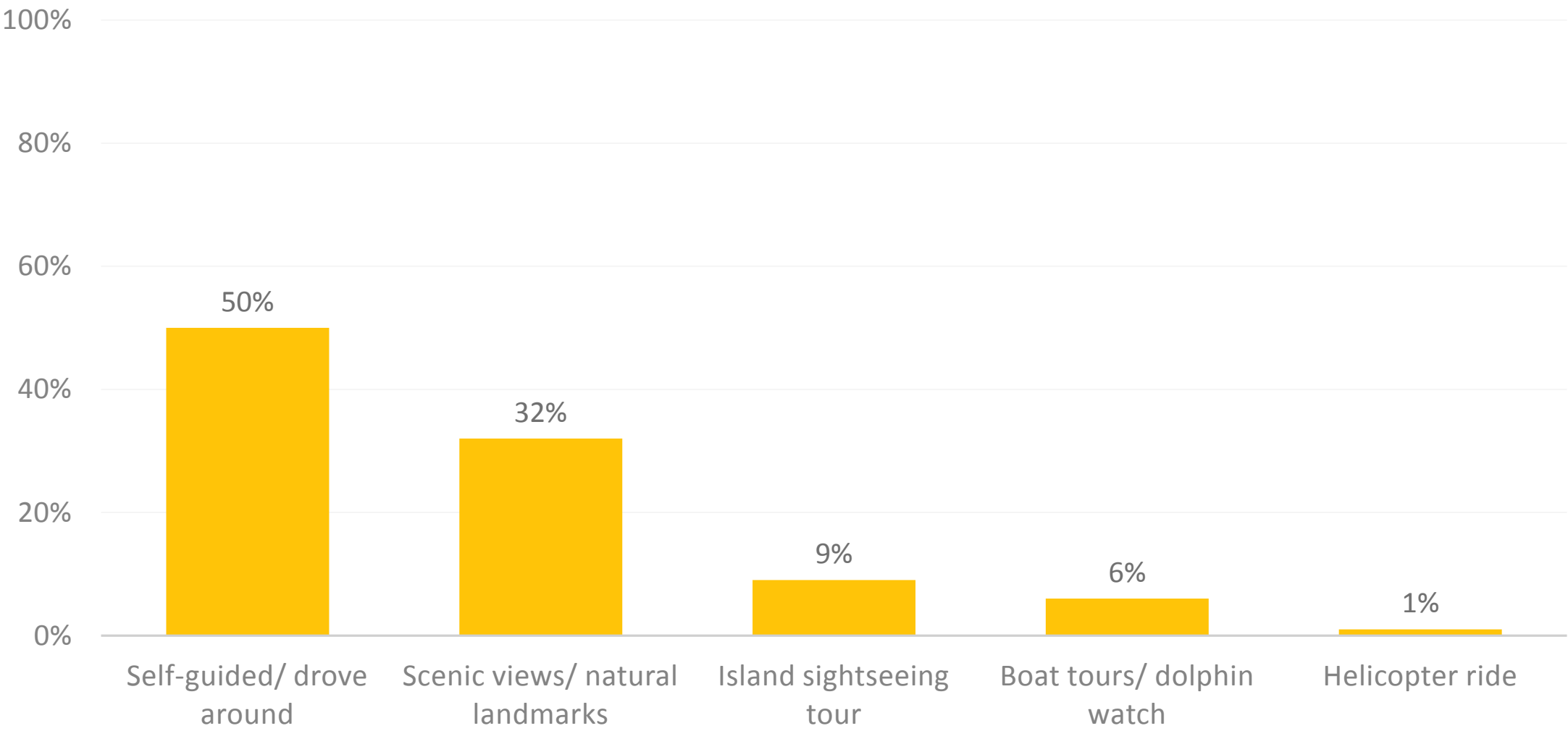


SHOPPING AREAS – TOP 3

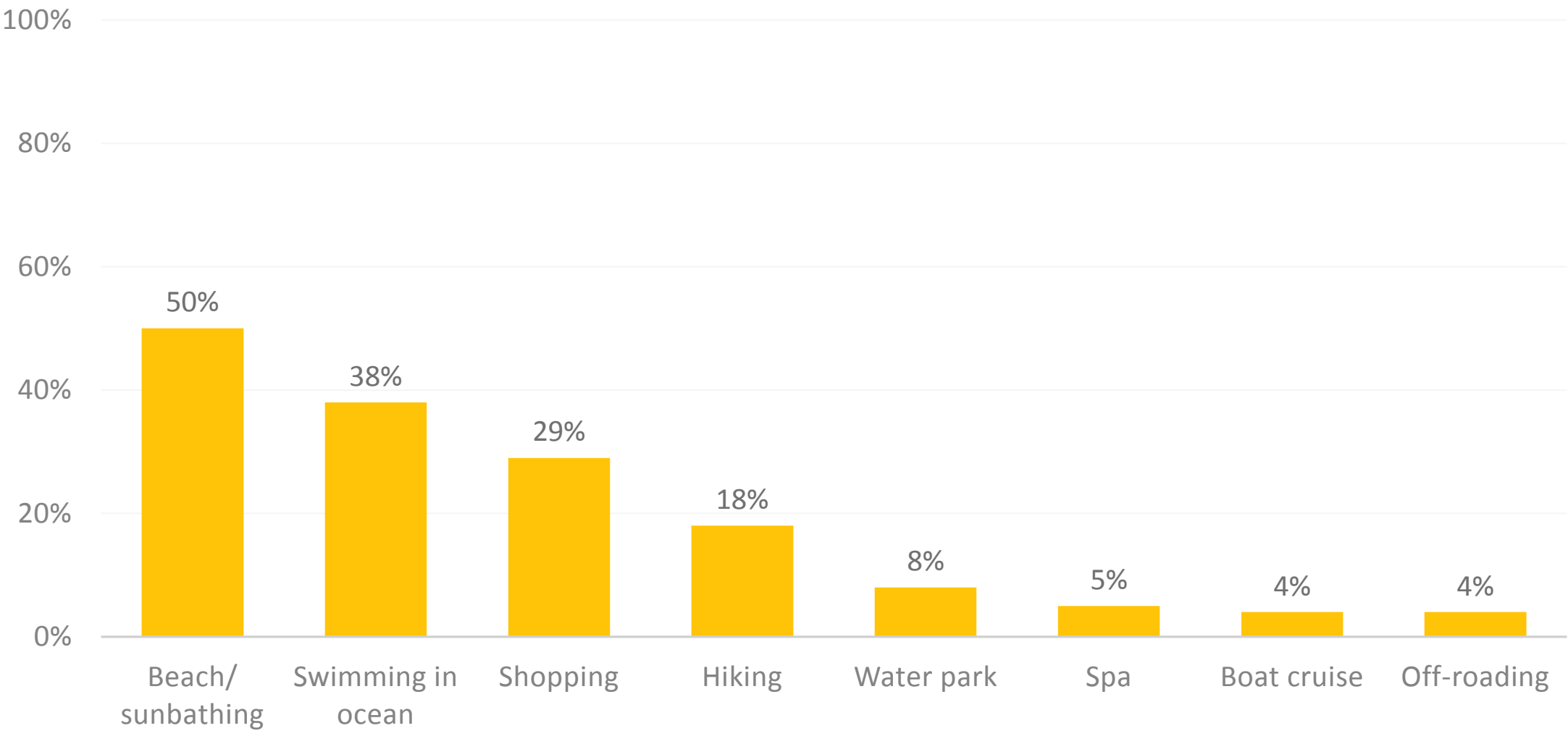
FY2019
48% Micronesia Mall
42% ABC Stores
38% K-Mart



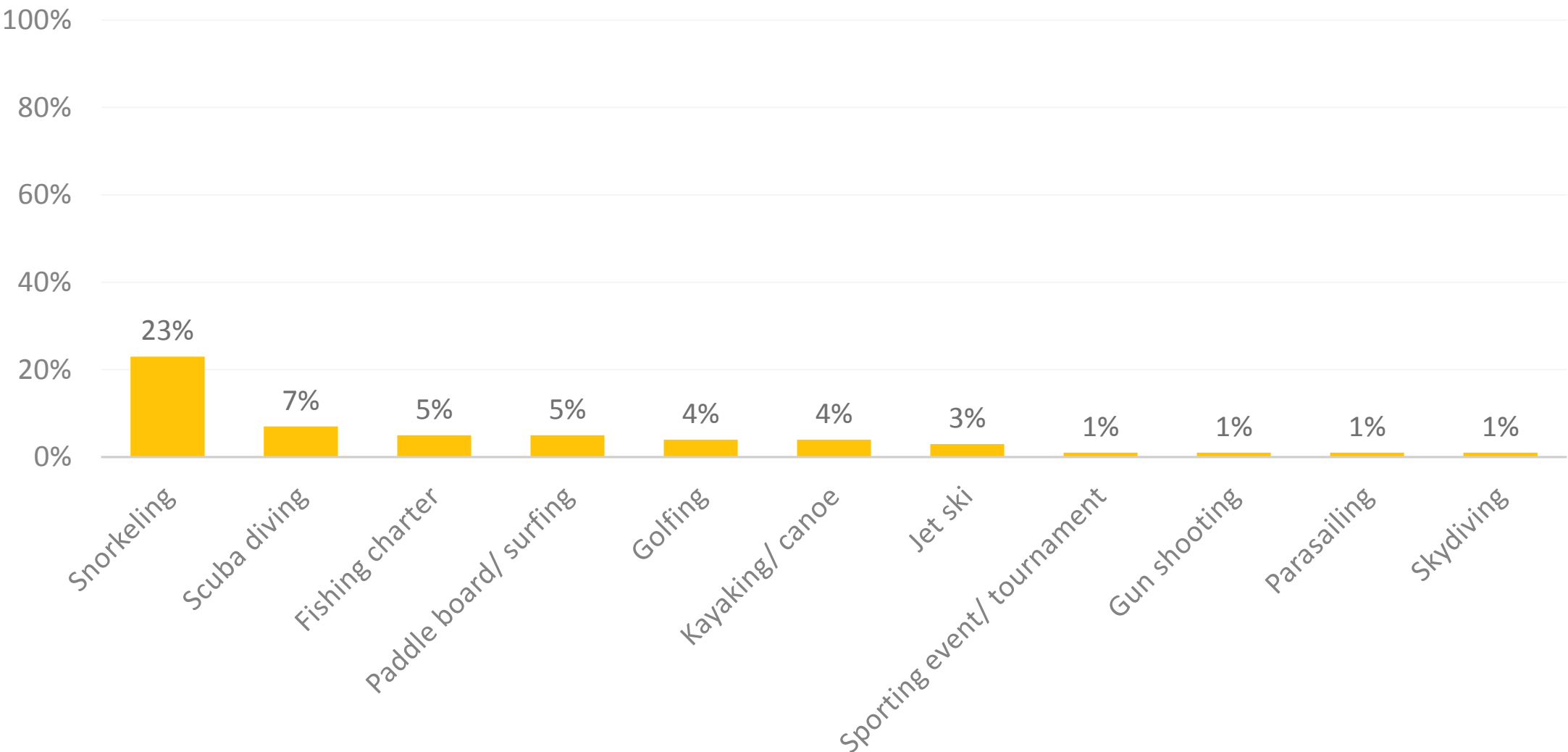
ACTIVITIES – SIGHTSEEING



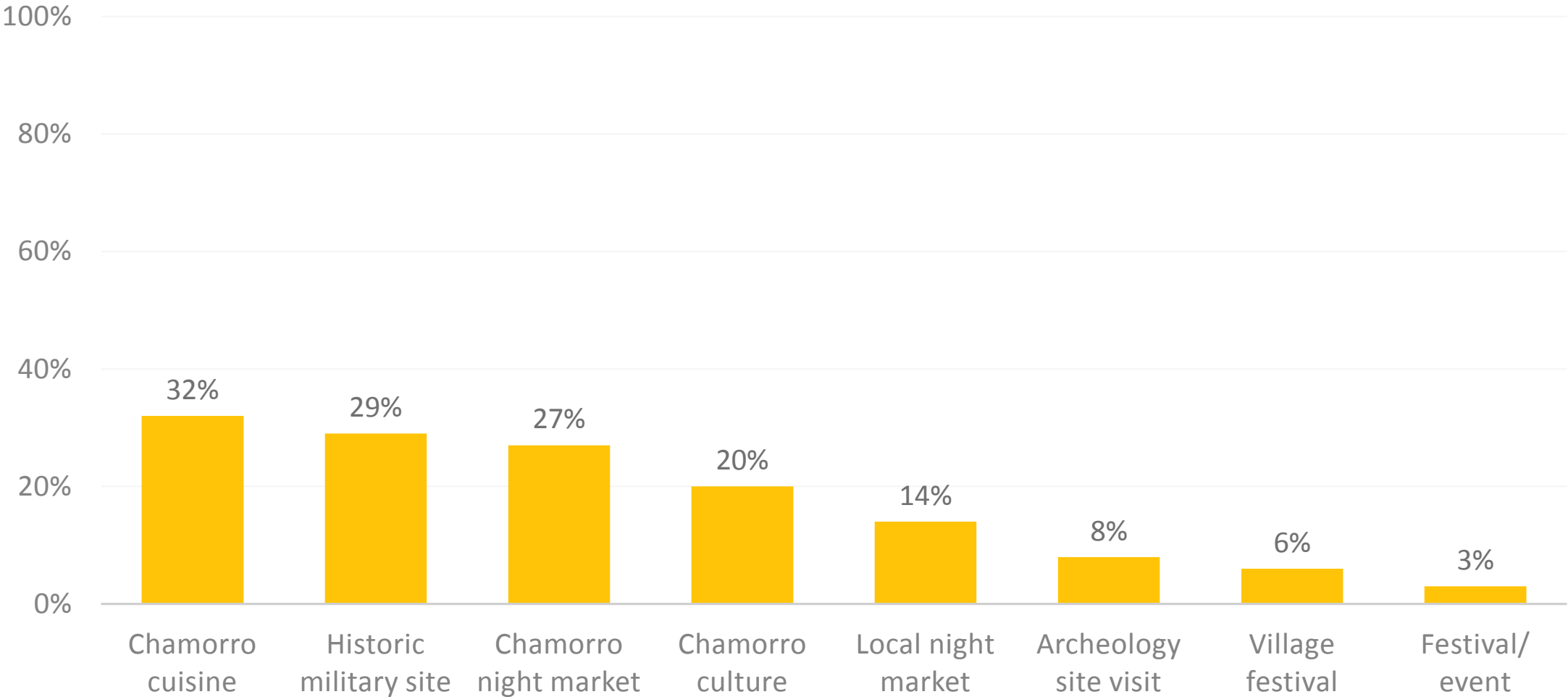
ACTIVITIES – RECREATION



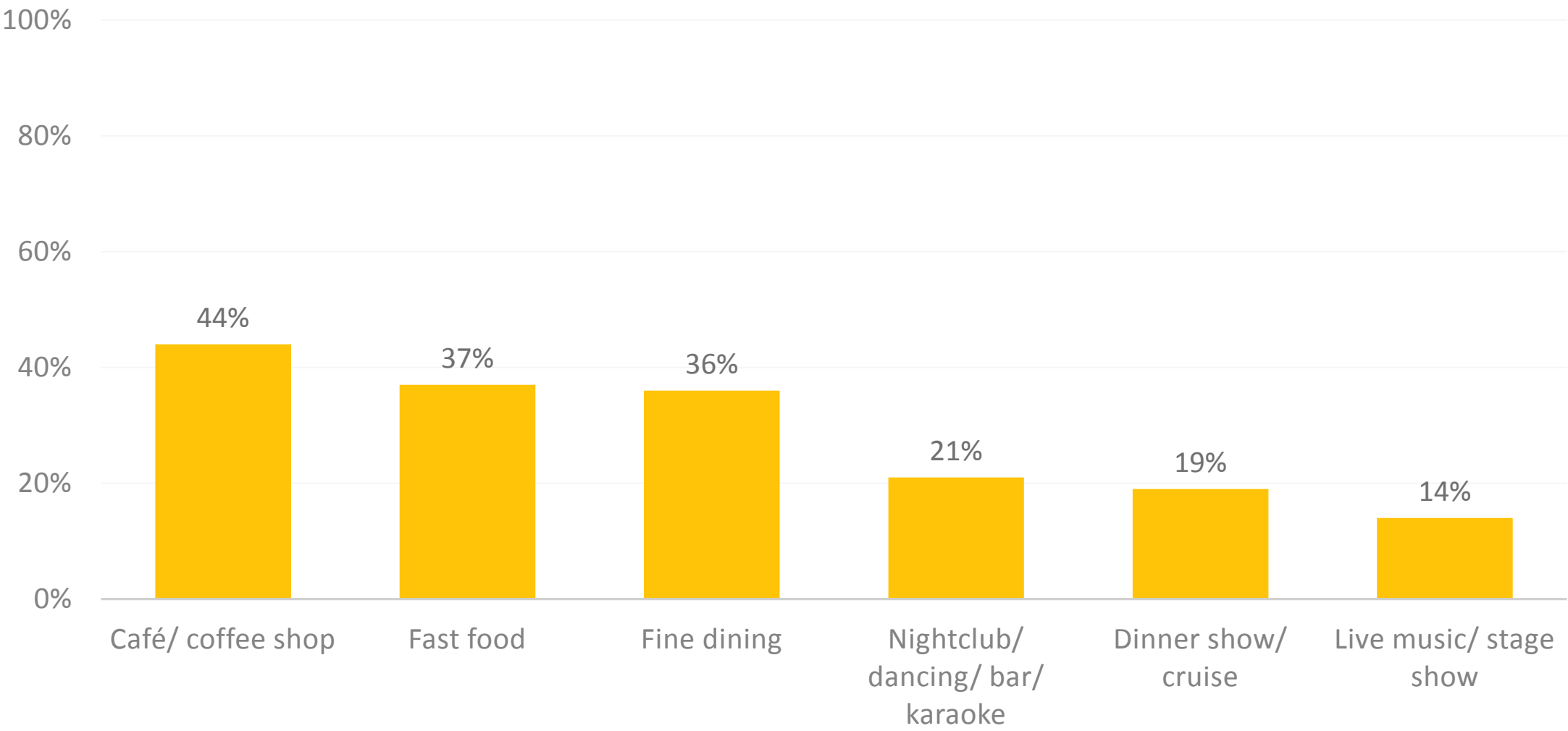
ACTIVITIES – SPORTS



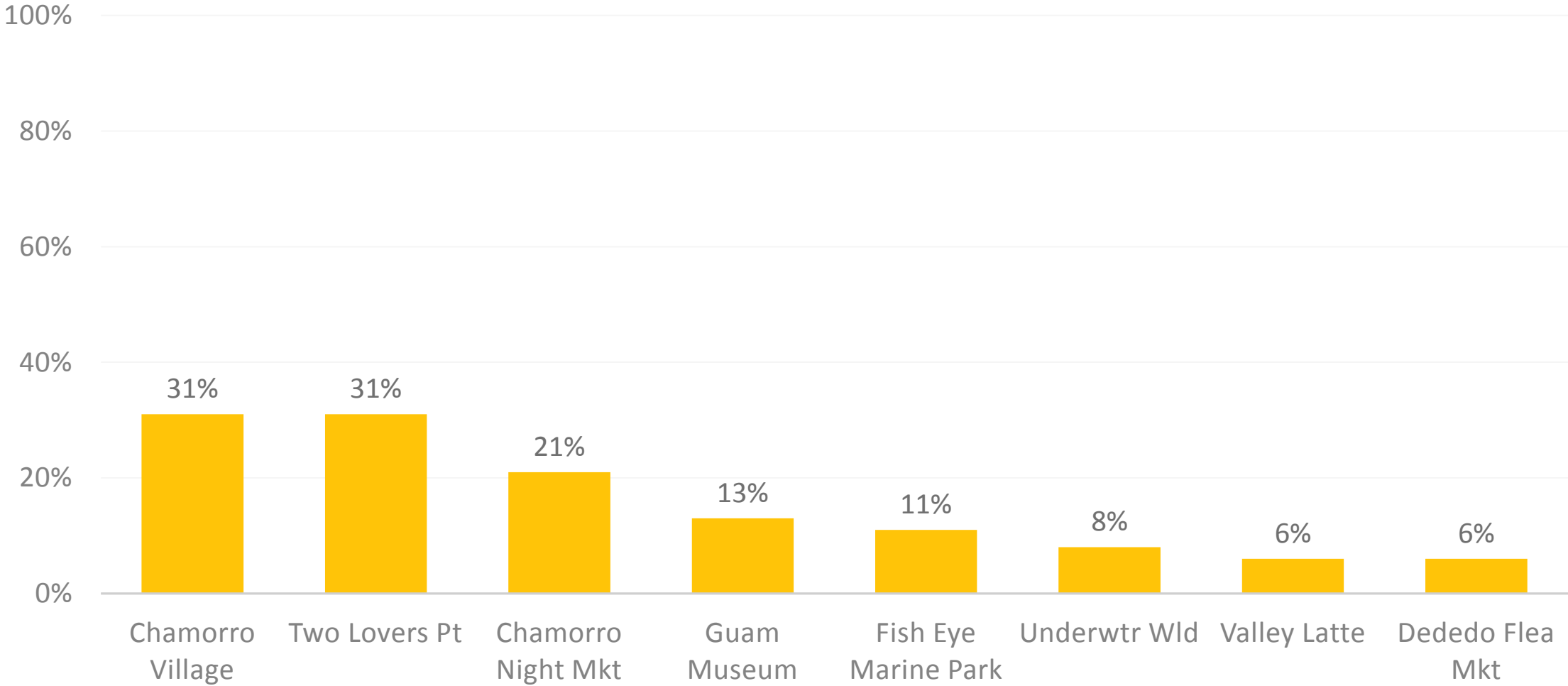
ACTIVITIES – HISTORY, CULTURE, ARTS



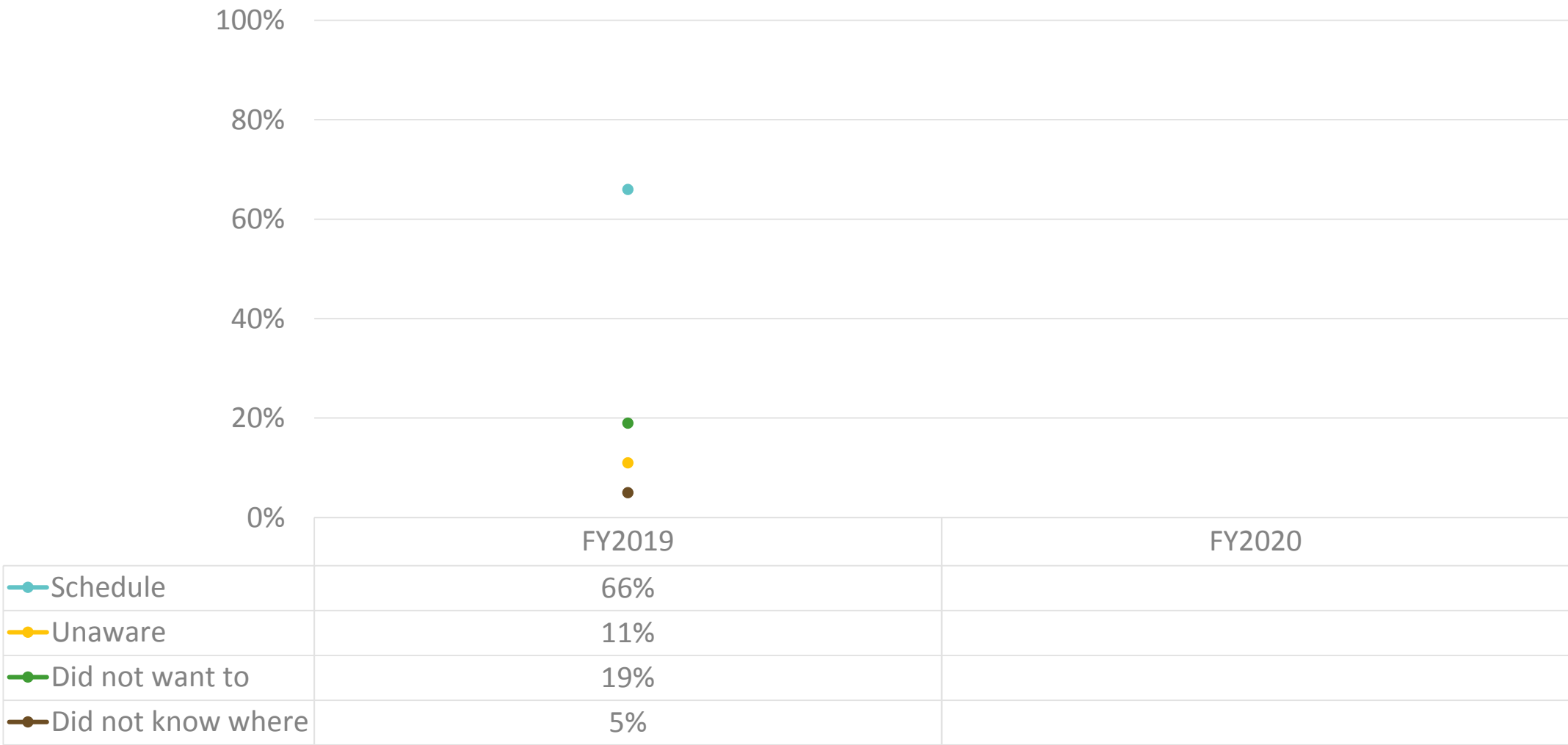
ACTIVITIES – ENTERTAINMENT & DINING



LOCAL ATTRACTIONS – TOP RESPONSES (5%+)



LOCAL CULTURE – OBSTACLES



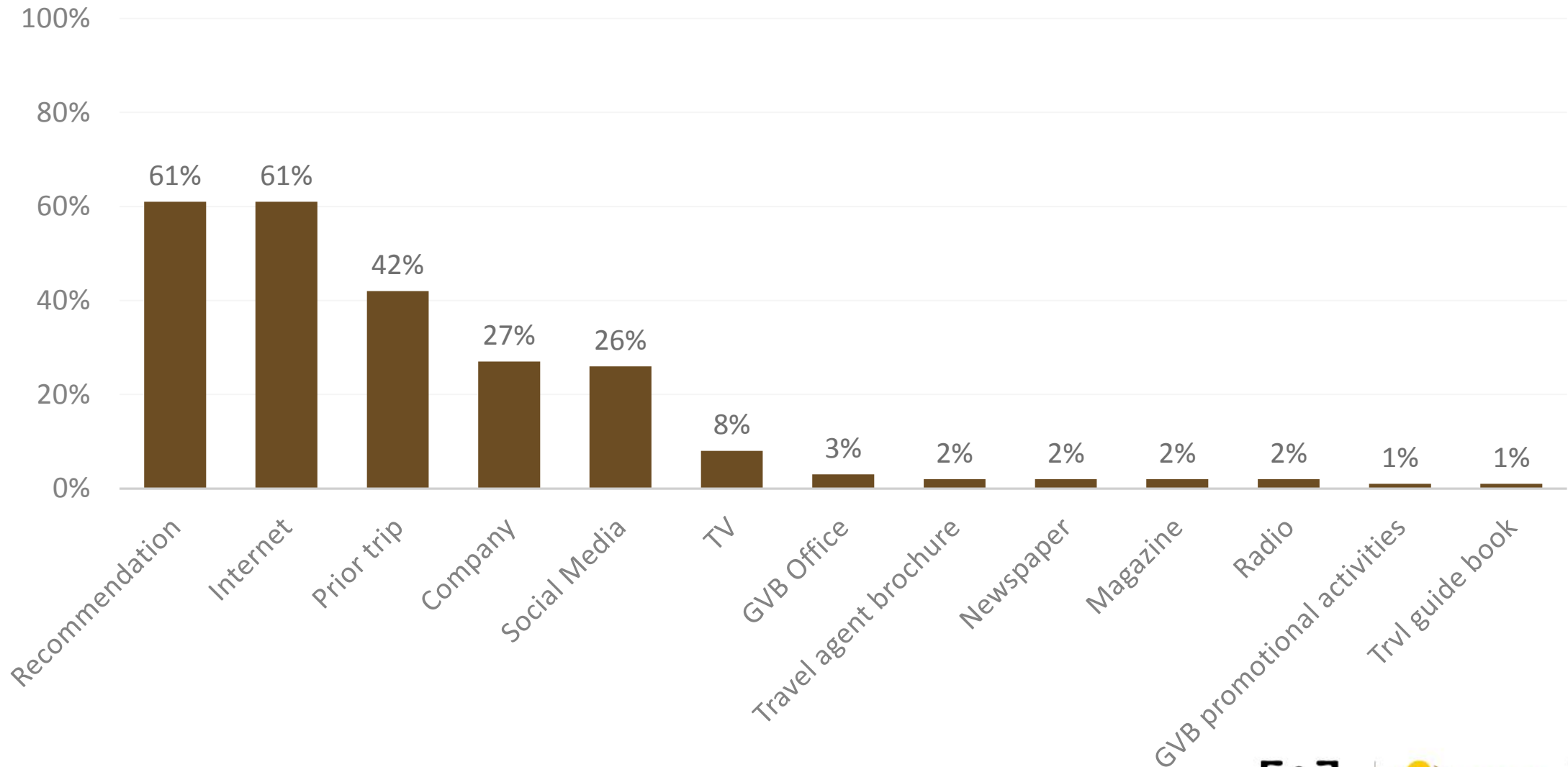


SECTION 6

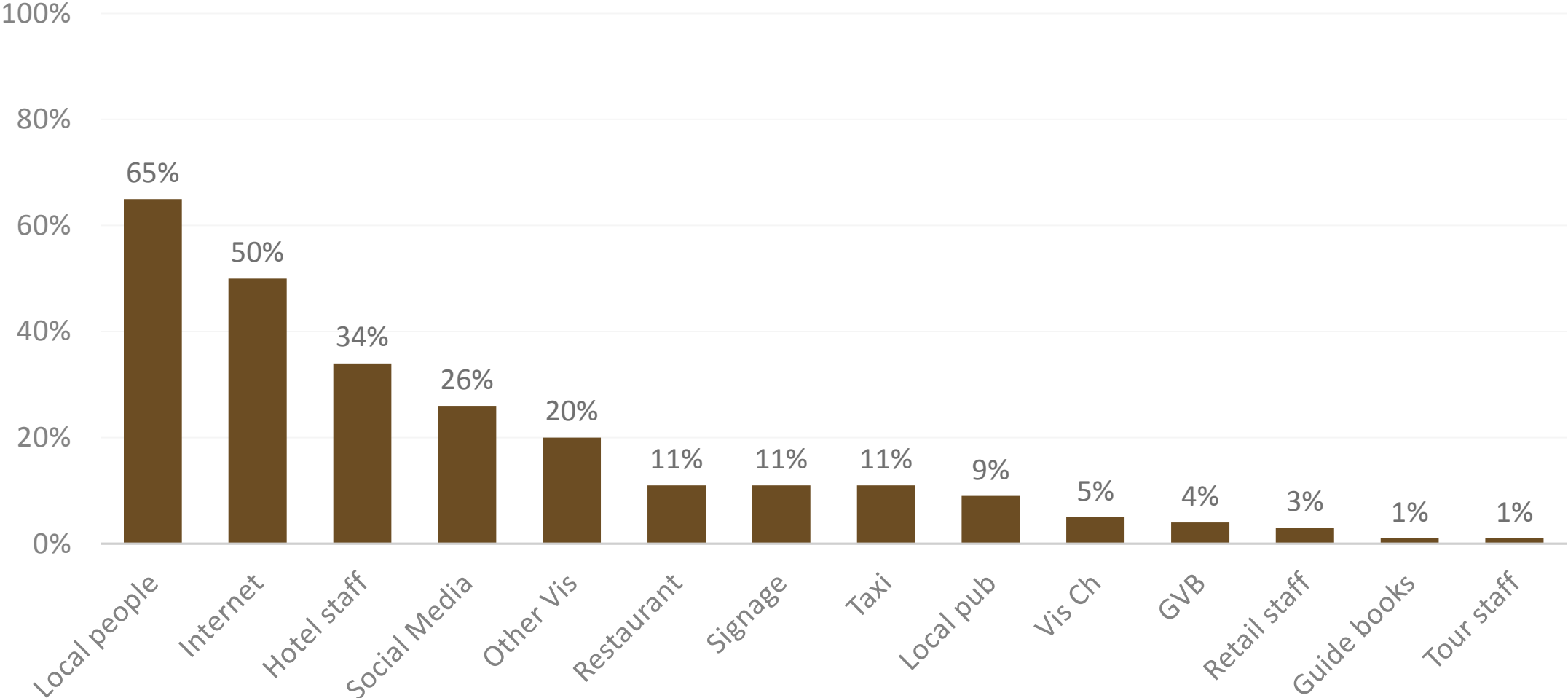
SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION



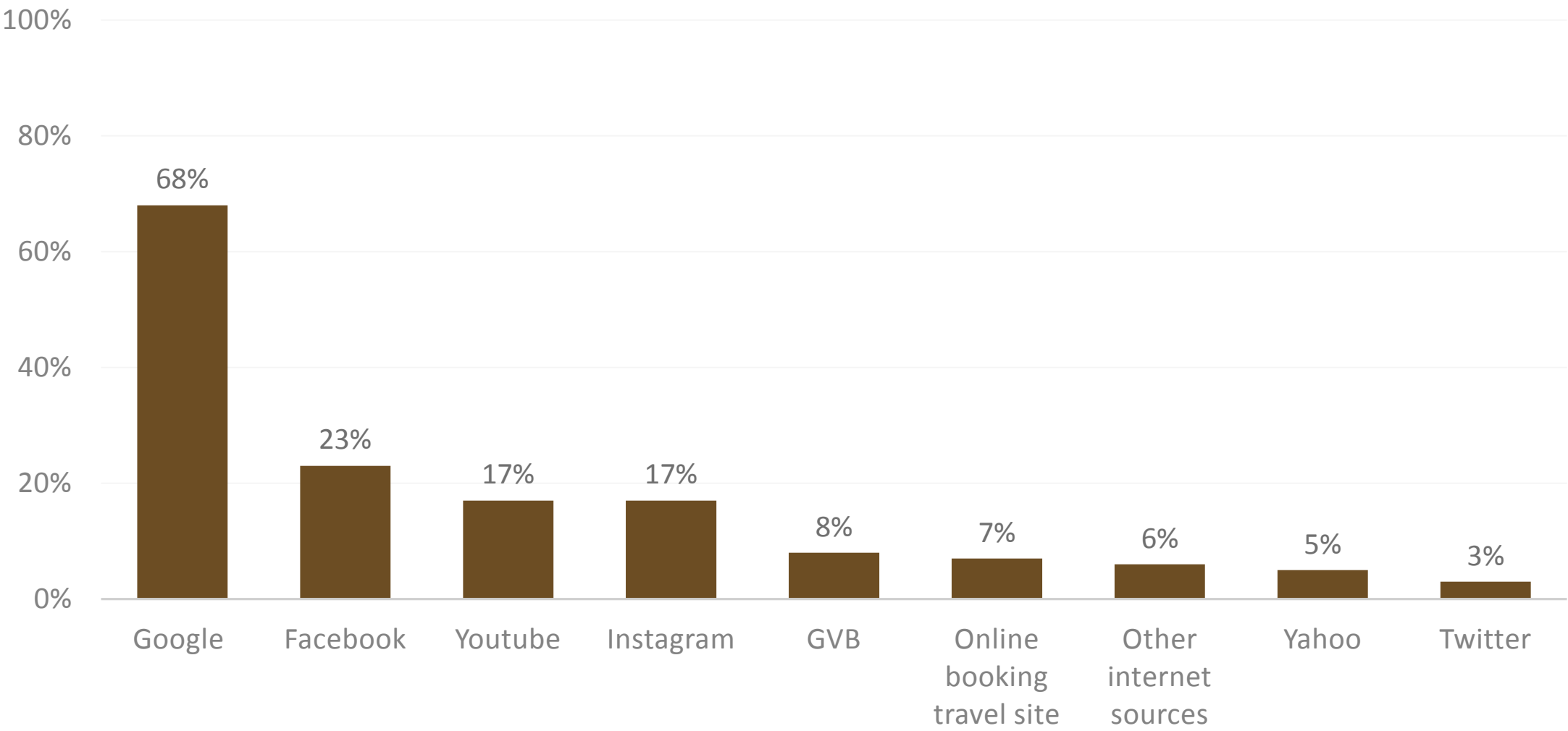
ONISLE SOURCES OF INFORMATION



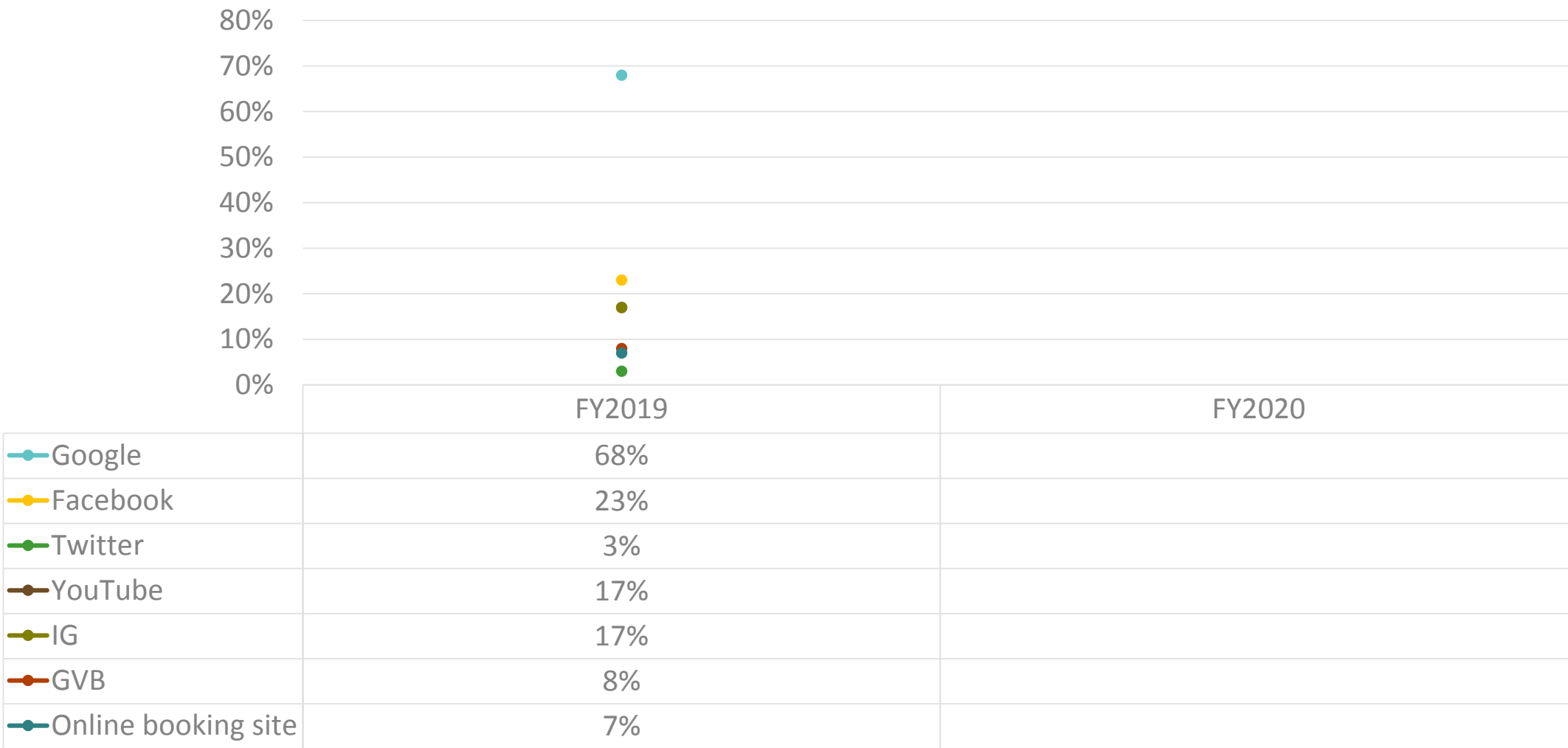
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ONLINE SOURCES OF INFORMATION



ONLINE SOURCES OF INFORMATION



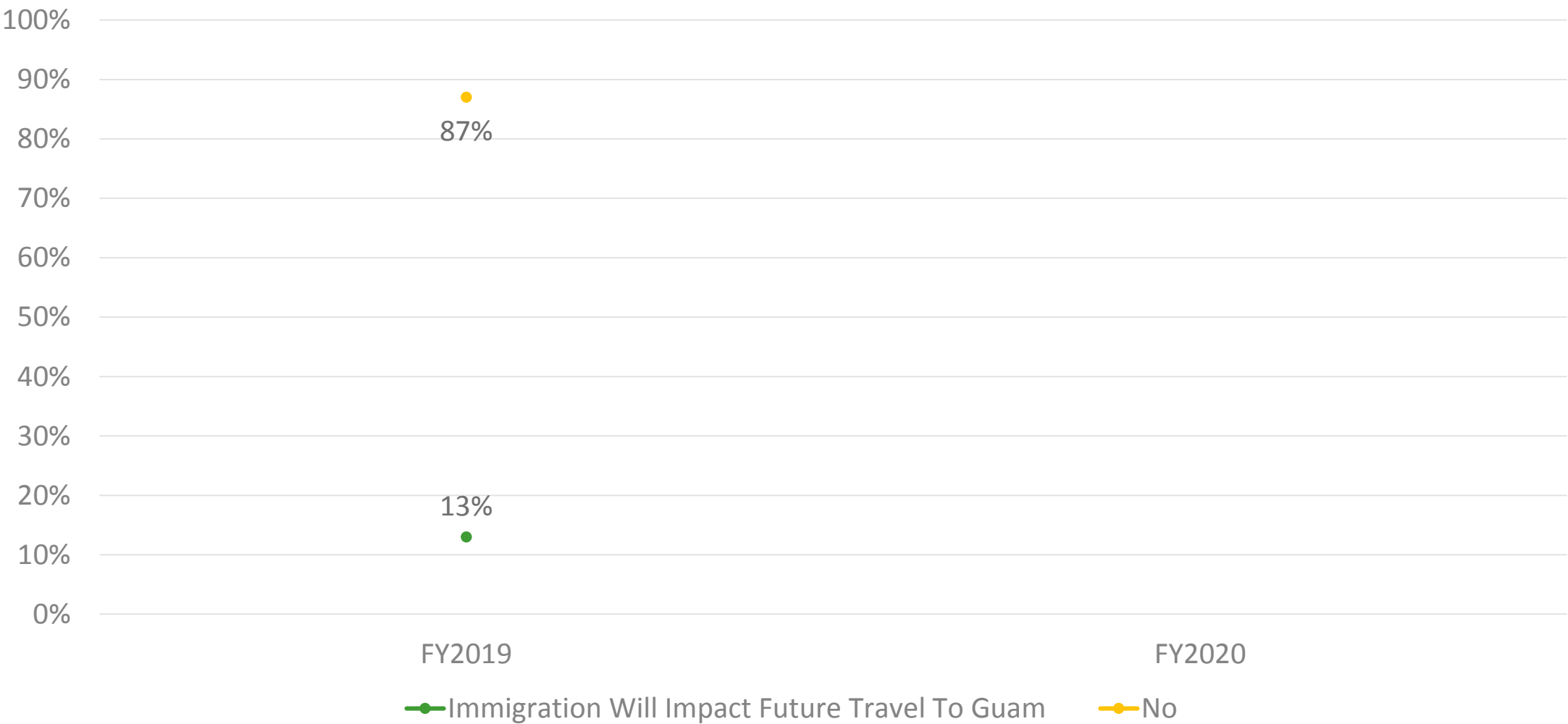


SECTION 7

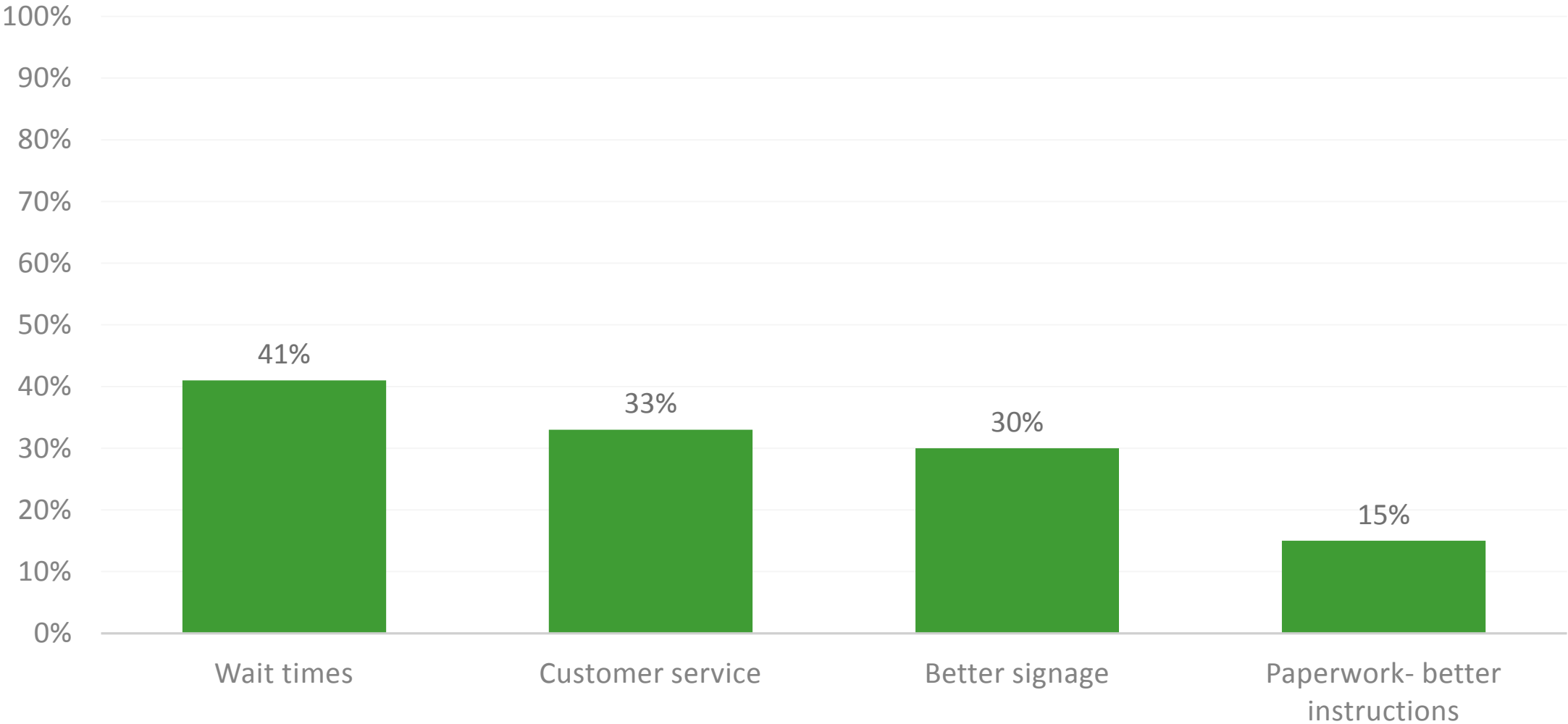
IMMIGRATION



IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM



AIRPORT – SECURITY/ IMMIGRATION ISSUES





SECTION 8

ADVANCED STATS



ANALYSIS TECHNIQUE

- Dependent variables: total per person on island expenditure and overall satisfaction (numeric)
- Independent variables are satisfaction with different aspects of trip to Guam (numeric).
- Use of linear stepwise regression to derive predictors (drivers) of on-island expenditure and overall satisfaction, Since both the independent and dependent variables are numeric.
- This determines the significant ($p < .05$) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.
- The predictor variables (drivers) are ranked on the percentage they account for the dependent variable. The top two ranked independent variables generally account for the largest percentages of the dependent variable and are thus the best predictors (drivers) of the dependent variable.

DRIVERS – OVERALL SATISFACTION

Comparison of Drivers of Overall Satisfaction, Recap 2019	
Drivers:	2019 rank
Entertainment	1
Shopping	
Dining	
Beaches	
Parks	
Roads	
Sightseeing Areas	2
Being a safe and secure destination	3
% of Overall Satisfaction Accounted For:	42.3%
NOTE: Only significant drivers are included.	

DRIVERS – OVERALL SATISFACTION

- **Overall satisfaction** with the U.S. visitor's experience on Guam is driven by three significant factors in the 2019 Period. By rank order they are:
 - **Entertainment,**
 - **Sightseeing areas, and**
 - **Being a safe & secure destination.**
- With these factors, the overall r^2 is .423 meaning that **42.3% of overall satisfaction is accounted for by these factors.**

DRIVERS – ONISLE EXPENDITURES

Comparison of Drivers of Per Person On Island Expenditures, Recap 2019	
	2019
Drivers:	rank
Entertainment	1
Shopping	
Dining	
Beaches	
Parks	
Roads	
Sightseeing Areas	
Being a safe and secure destination	
% of Overall Satisfaction Accounted For:	1.4%
NOTE: Only significant drivers are included.	

DRIVERS – ONISLE EXPENDITURES

- **Per Person On Island Expenditure** of U.S. visitors on Guam is driven by one significant factor in the 2019 Period. It is:
 - **Entertainment.**
- With this factor, the overall r^2 is .014 meaning that **1.4% of per person on island expenditure is accounted for by this factor.**